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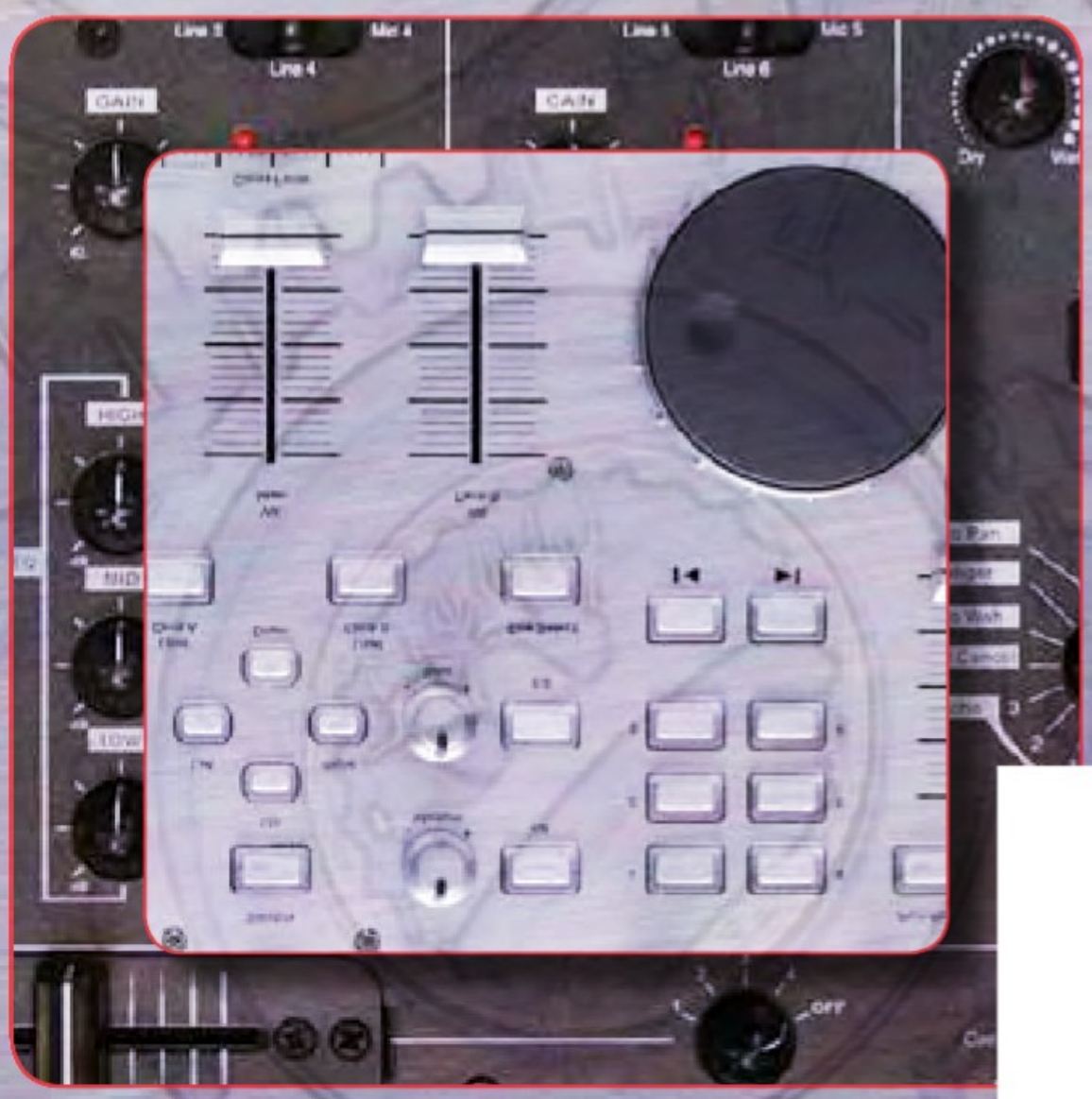
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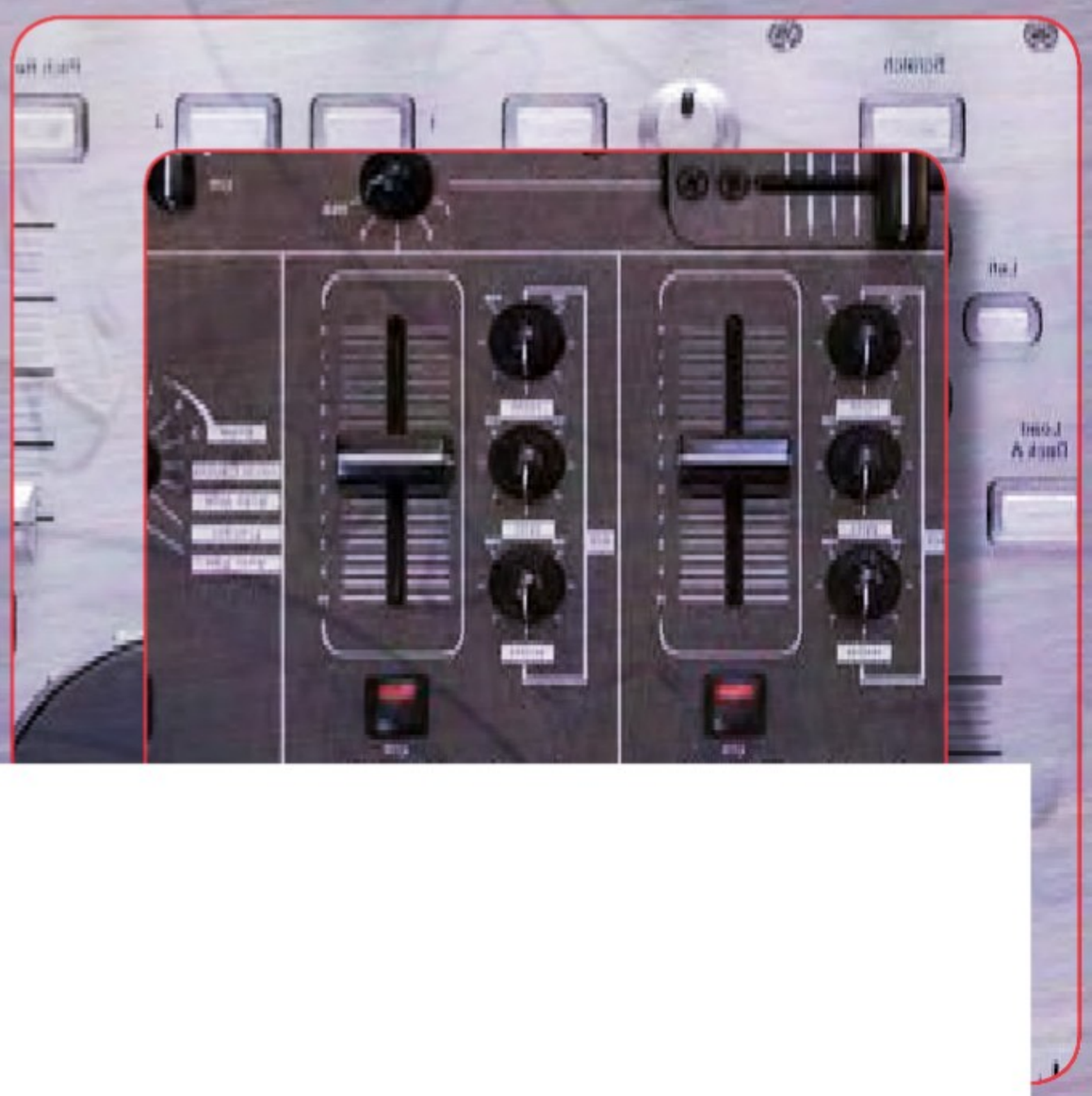
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GET INTO GEAR

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The annual Mobile Beat Gear Guide is all about DJ gear, here every year to provide you with essential info for making buying decisions. Added to the mix this year is a sharp focus on important product categories, featuring guides to shopping for these particular items and making the most of your equipment investment.

Along with this hard-copy guide, don't forget that you can utilize Mobile Beat's online Gear Guide all year long to find summaries of the latest info on new products, links to manufacturer websites for further information, and links to web-based retailers to help you compare prices and make online purchases. Access the Gear Guide online at http://mall.prodj.com.

And while we're talking about gear, meaning "equipment," let me take a moment to look at "getting into gear" from the perspective of engaging your energy and moving your mobile DJ business forward in these uncertain times.

First off, we here at Mobile Beat and ProDJ Publishing want to thank you for your continuing support of our various media outlets. We strive to give you the best information in the most usable formats, throughout the year, to help you keep improving your performances and keep your business motoring along smoothly. Please let us know how we can be of the greatest aid to you, and what things we can improve to make your info-gathering experience better. (Contact info appears in our masthead to the right.)

Also, we just want to remind you that even the greatest gear in the universe won't automatically guarantee the best entertainment experience. High-quality equipment must be combined with performance expertise. If you are looking to make the most of your gear and other DJ assets, remember that you can interact with your fellow entertainers in ProDJ Publishing's flourishing web community at Start.ProDJ.com. There you can gain valuable insights, not only into what equipment, music, business ideas, etc. others are successfully using, but you'll also find priceless encouragement and thought-provoking discussion that will be your fuel as you reach for your objectives…just what you need to keep your DJ business vehicle in high gear.

—Dan Walsh, Editor-in-Chief

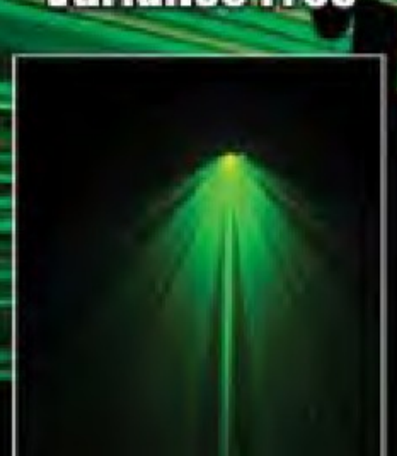
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PIONEER DEBUTS HEADPHONES FOR DISCERNING DJS

Pioneer ProDJ has unveiled the latest addition to its popular DJ **headphone** series, the **HDJ-2000**. The development of the Pioneer HDJ-2000 stems from numerous requests from top DJs around the world desiring headphones with high-quality sound, comfortable fit to minimize fatigue from long periods of use; and high durability to withstand demanding conditions

A key element of the HDJ-2000's excellent sound reproduction is a thick 35mm polyethylene terephthalate (PET) diaphragm that improves rigidity, providing the strength needed for better lower frequency response. This material also helps to dampen unwanted resonance. Wide frequency response with high clarity and detail results from a large 50mm driver. An enclosed "over-ear" design, with ear pads that seal around the user's ears, reduces ambient noise and provides superior sound isolation for tracking in a loud club environment or a studio. The ear pad's unique material, "memory foam" (polyurethane foam), provides a tight yet comfortable seal, further enhancing sound reproduction especially in the mid to high frequency ranges. The HDJ-2000's lightweight construction and soft comfortable ear pads are ideal for long sessions and reduce the well-known phenomenon of "headphone fatigue." Magnesium alloy components are used in the main body components to achieve both a lightweight and durable design.

The HDJ-2000 employs a unique mini-XLR connection to join the main body with the nearly ten feet of cable to achieve both a reliable connection and easy replacement. Another distinctive feature is Mono/Stereo switch that combines the audio signal for accurate single-ear monitoring. The HDJ-2000 will be available in December 2008 with a manufacturer suggested retail price of $450.

Other specs: Frequency range: 5Hz-30kHz; impedance: 36Ω; maximum input: 3,500mW; output sound level: 107dB/m; weight: 290g / 10.23 ounces (excluding cord); included accessories: 6.3mm 3P plug adapter (gold-plated, screw-type); carrying bag, connection cord (1.2m coiled / about 3m straight). For more information, visit **www.pioneerprodj.com.**

TONIUM'S MINI-MIXER SETS THE PACE

The Swedish tech company, **Tonium**, creator of the hand-held DJ **mixing device** called the **Pacemaker**, announced that it has been named an International CES Innovations 2009 Design and Engineering Awards Honoree. Products entered in this program are judged by a preeminent panel of industrial designers, engineers and members of the media, with the goal of honoring outstanding design and engineering in cutting-edge consumer electronics products.

The Pacemaker is a portable media player that features full professional DJ functionality. Imagine two turntables, a mixer and an entire record collection contained in a device that fits into your pocket. The Pacemaker itself is part of the larger Pacemaker platform that encompasses the Pacemaker Editor and the Pacemaker Community. Pacemaker Editor is a free, downloadable PC and Mac compatible computer application that allows you to play music and edit and create mixes. The Pacemaker Community is an online music community that allows members to upload and legally share the mixes of their music, created by the Pacemaker or the Pacemaker Editor software.

"The development of the Pacemaker was truly a feat of engineering. Scaling down a mixer, two turntables and an entire music collection into one handheld device was something that had never been done before," said Ola Sars, Tonium's Vice President of Sales and Marketing. "It's an honor to be recognized by CEA for this accomplishment, we are all extremely proud of this achievement."

The widely renowned Innovations Design and Engineering Awards, which began in 1976, is sponsored by the Consumer Electronics Association (CEA), the producer of the International CES, the world's largest consumer technology tradeshow. The awards are also endorsed by the Industrial Designers Society of America (IDSA). Tonium's Pacemaker will be displayed at the 2009 International CES, which runs January 8-11, 2009 in Las Vegas, Nevada.



Tonium (www.tonium.com) was established by a tightly knit group of passionate people with a background in music, design and engineering. With a flair for innovation, Tonium exists as a company dedicated to promoting the sharing of musical tastes in a socially engaging context. For Pacemaker info go to **www.pacemaker.net.**

'TIS THE FESTIVE SEASON

Got an aspiring DJ on your gift list this holiday season™ Want an instant colorful light show for around $100™ **American DJ** hopes to fulfill your wishes with the **Festive Light Pak II**, an affordable new "plug-and-play" lighting package. Featuring a moonflower, color ball and mini-strobe, this package can add an instant visual pop to your parties. The entire setup is ultra lightweight and extremely portable, making it a great choice for mobile DJs.

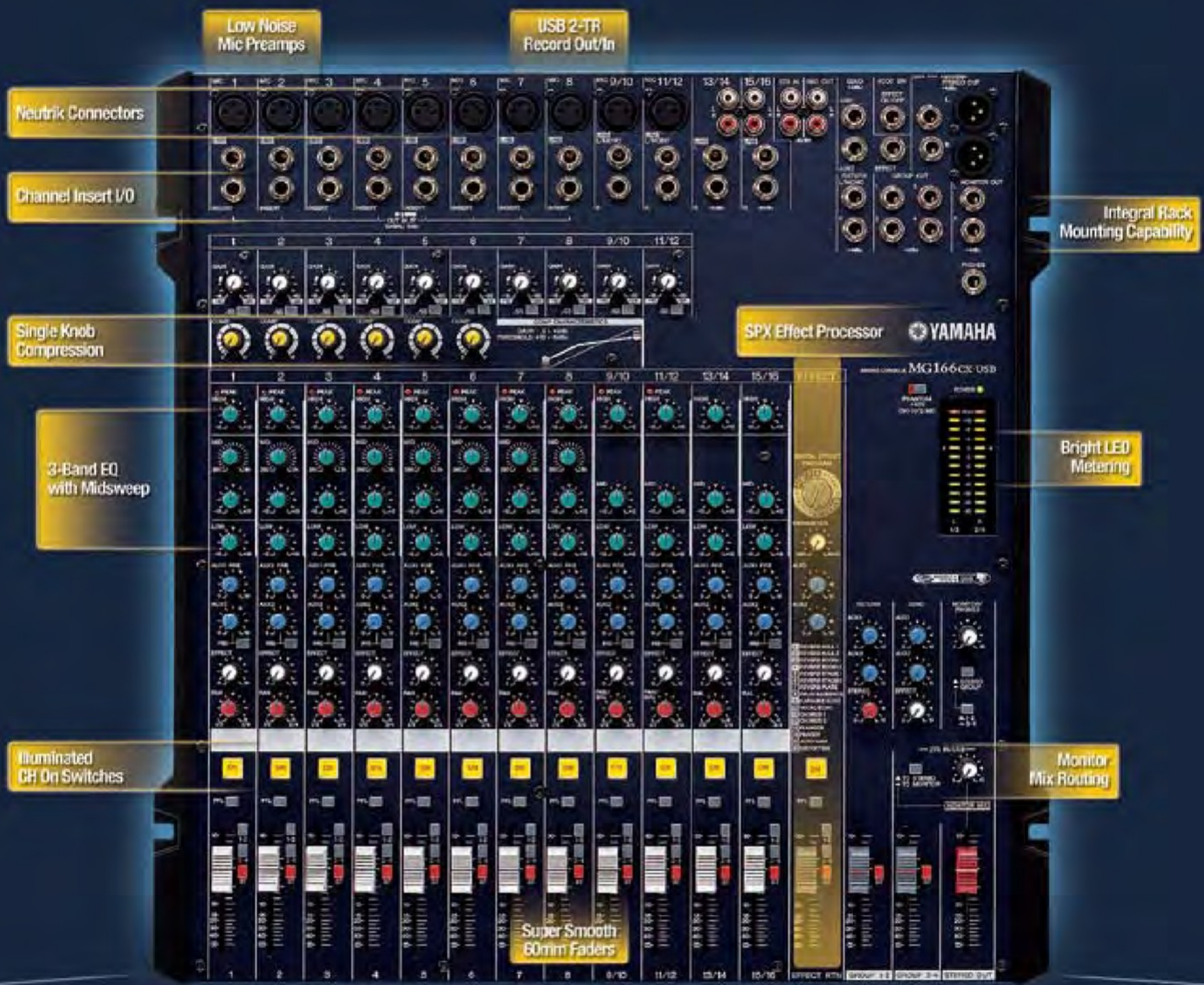
The three components were chosen to complement each other: The Multi-Flower II is a 50W classic multi-colored moonflower effect that creates a shower of beams with static or continuous rotation options. It measures 10"L x 6.5"W x 4.5"H and weighs 6 lbs. A convenient hanging bracket is included for easy and safe installation.

The Colorball II, a mini centerpiece revolving ball effect, uses 50W lamps to fill the room with 60 brilliant, multi-colored beams in a slow, continuous rotation. Measuring 8.75"L x 8.75"W x 12.5"H, it weighs just 5 lbs.

The S-25 II Mini Strobe provides a powerful strobe punch with its 25W lamp. Its easy-access variable speed knob adjusts the strobe flash rate. Ruggedly built, with durable plastic casing, this ultra compact fixture measures 2"L x 3.25"W x 5"H and weighs only 1 lb. The complete Festive Light Pak II system carries an MSRP of $139.95. To see the Festive Light Pak II in action, go to: http://www.youtube.com/watch™v=gaydUbTvkuU&eurl=http://www.americandj.com/ProductDetails.aspx™Category=&ItemNumber=1805 and for more info visit **www.americandj.com.**



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Gear to Go: Autumn Trade Shows

Checking out he UK's new BPM show and the long-running lighting extravaganza called LDI

By Ryan Burger



October was a busy month for entertainment equipment trade shows. From the BPM show in England, which is aimed at mobile entertainers and clubs to the huge LDI lighting show in Las Vegas, there was a lot to see.

BPM: BRITISH DJS BENEFIT FROM GROWING SHOW

Starting out in England, ProDJ Publishing participated in the BPM conference that is produced in part by Pro Mobile Magazine, Mobile Beat's counterpart in the UK. The US contingent grew dramatically from just myself and KC KoKoruz in 2007 to at least nine that I know of. ProDJ Publishing was represented by Ryan and Rebecca Burger (making her first conference appearance in 10+ years), Andy "Guerilla Marketing For DJs" Powell and Ken "Master Wedding MC" Day. Joining us at Donnington Park in the Midlands area of England was Rob and Tracy Johnson of DigiGames, Brian Redd of DJ Tutor, Brian Dowdle of the American DJ Family of Companies, and others. Additionally, Intelligence Inc. presented their DJ Intelligence product at the conference.

A weekend show, it had mostly trade members and club DJs attend on Saturday and of course that day it was definitely all about the gear. Andy and Ken both spoke to nice crowds of DJs that afternoon, but Sunday was where they both shined, with packed rooms for both of their presentations on Relationship Marketing and Wedding Performance. Additionally Rob Johnson of DigiGames covered the same topic he often covers in Mobile Beat, the challenge of getting mid-week work. Although DJs in the UK aren't as interactive as mobile DJs here in the states, he showed them some great techniques that can help them get more weekday business and be more outgoing without turning off their audience.

American DJ was very well represented by its American DJ Europe Division. The American brand has definitely invaded the mother country, making a major name for itself in the UK. Pioneer was showing its latest innovations in digital DJ hardware with an emphasis on "the mix" of music and video. Look for new headphones from them early next year.

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We were treated to a preview of what DJ Tutor will be doing at MBLV09. Johnathan, Brian and the rest of the DJ Tutor crew were demonstrating SJ techniques in person, just like they do online. Odyssey Innovative Designs, Stanton, Denon, Promo Only, Cerwin Vega, Chauvet, Rane, PCDJ, Numark, GCI and Behringer, all well known brands in the US, were also represented at the conference.

For its second year in existence, the BPM event showed a clear increase in size and educational content. It is an awesome reason to make a "business trip" across the Atlantic!

LDI: LIGHTING INNOVATIONS ON SPECTACULAR DISPLAY

With less than a two-day break it was back home to the US and off to Las Vegas for LDI. The LDI trade show is not a show for disc jockeys, by any means. It's the show that your DJ equipment dealers attend to find out about (and place initial orders for) the latest innovations in lighting and video. Although easily 80% of the products shown there would be of no use to mobile disc jockeys—unless they have made the move into larger concert-level and production events—it is extremely interesting nonetheless. Plus, the companies that do provide products for the DJ market are typically there showing off their latest wares.

The booth setup for the American DJ Group of Companies attracted attention immediately when I first walked in the floor. The higher-end Elation line was first in line, followed by American DJ, American Audio, Global Truss and other related items. According to David Saghian of SixStarDJ.Com, "ADJ came out really strong and means business."

Personally, I was interested in their innovations in audio first. Being a fan of the SDJ1 (SD card DJing unit), I went straight for a look at the SDJ2, which adds a mixer, balanced output, USB connectivity, and support for SDHC cards. They've essentially taken a very basic, user-friendly unit and added some nice features. The Radius 1000 unit shown here is a new multi-function, table-top-style CD player with MIDI control, advanced track, an awesome new display technology and touch sensitivity. Don't miss your chance to preview it at MBLV09!

In the lighting area, American DJ continues to build their strength in LED. They have now taken halogen DJ lights like the Vertigo and Avenger and created LED equivalents. "Old school going LED and having motion and color mix is what hit me" said Rob Kuron of DJS Pro Audio and Lighting when I caught him staring up into the ADJ demo room.

Florida-based Chauvet was showing many new products, including their Q-Spot 250-LED, which is due to come out in first quarter 2009. This is a fantastic highend yoke head DMX light that is completely LED-powered (27 5-watt LEDs to be precise), and looks as bright as discharge lamp-style light. This is one to definitely check out in person. (Did I mention our Mobile Beat Vegas show™ I thought so.) In the DJ market, they also updated their VUE series of lights with new cases, new, more detailed patterns and on the VUE 2.1 and 4.1 the addition of rotation to the effects.

Known for their lasers and other lighting, and now sound products as well, Omnisistem made a strong showing at the conference with its new Merlin yoke-head light that features a full 540-degree pan and b-color gobos.

Chicago-based Irradiant made its lighting conference debut, showing the Revo 100 LED yoke head that has already been a hot seller for the last three or four months. Also, basic lights like the Archispot—which sells for under $100—make it easy to project gobos for your events after making them up quickly on your computer. While not quite as bright as most gobo projectors, the ease of use is a big attraction. Irradiant's River 3 was also recently updated, so if you are looking for up-lighting or a basic LED chase set, this is a great piece that doesn't draw much power, but is very flexible for a variety of applications.

A lot of the equipment you find at LDI is major production-level gear, with pieces in the $25-$50k neighborhood—amazing effects like the Fogscreen that allows you to project LCD projectors in a movie type scene on a fog surface. However, a lot of manufacturers are turning their sights on the DJ market, especially in the LED realm. As J.C. Faxas, Pro Audio and Lighting Buyer for Guitar Center noted, "LED walls and LED heads are coming down in price everywhere, and getting into the DJ neighborhood."

What a week of gear it was. And there's more to come: After a break for the holidays it will be time to start ramping for the NAMM music industry event and then MBLV09 in February. Don't miss your chance to check out the latest DJ gear in Las Vegas! MB

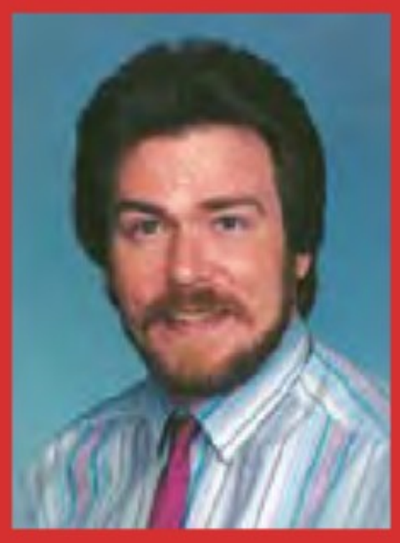
One More Reason Not to Miss MVLV09…



Veteran Detroit-area DJ and magazine contributor, Stu Chisholm, will be adding two more feathers to his cap in quick succession as we enter the new year. First will be the publication by ProDJ Publishing of his book, ***The Complete DJ***, a wide-ranging but extremely practical look at the entire realm of DJ possibilities. Hot on the heels of this release will be Stu's first appearance as a seminar speaker at the Mobile Beat DJ Show & Conference (February 17-19, 2009 at the Riviera Hotel & Casino on the Las Vegas Strip). For a taste of Stu's take on DJing, here's a brief excerpt from the book's introduction (not necessarily the final version):

…I wanted to be an all-around DJ, one who could feel comfortable in a broadcast booth, roller rink, nightclub or at a wedding reception. I never wanted to be the next Shadoe Stevens, Richie Hawtin or Murray "The K" Kaufman. My goal was simply to not look bad if I found myself working shoulder-to-shoulder with anyone like them. In short, I wanted to be the consummate disc jockey: the DJ's DJ!

Each type of disc jockey encounters vastly different situations, demands, and requirements, all with distinctive skill sets. I don't know where the adage comes from, but I would often hear industry folks say, "You don't let the radio DJ play the clubs, you don't let the club DJ play the weddings, and you don't let the wedding DJ play either!" Yet this was exactly my goal, along with trying my hand at roller rinks, commercial copywriting, voice-over and production work, remixing and any other niches where a DJ works (or might work).



As you may already have noticed, my definition of disc jockey is very broad. In today's world, even the term itself is almost obsolete. Actual discs—CDs and vinyl records—have nearly vanished, relegated to the closet of technological history along with eight-track tapes and Edison cylinders. Radio DJs refer to themselves as "air talent," the mobile DJs are opting for "party host," "emcee" or simply "entertainer." The guys who do still use vinyl—usually club, rave and underground DJs—might refer to themselves as "turntablists." Yet at the core of the semantic gymnastics is the guy or gal who keeps people entertained: the DJ. It's a term employed worldwide, and even people too young to associate discs with music (or video) understand what a DJ is. At least for now.



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The Call of the Wild

When setting up the wedding gig means a true walk on the wild side

By Merlin Zimmet



As DJs, throughout most of our careers we seldom stray from the usual settings: hotel ballrooms, banquet halls, gymnasiums, back yards, tents, and so on. Once in awhile, however, we may get a call to do something off the beaten path—way off.

My "journey to adventure" began when a word-of-mouth referral came in one day that would prove to be somewhat "difficult." The bride-to-be was in her early sixties and the groom of similar longevity. Nothing so unusual about that; it's just proof that people can fall in love, regardless of time spent on the planet. But that's pretty much where any normalcy associated with this pending event ended.

A pair of the bride's close friends offered a location for the ceremony and reception. They just happened to own about 1,700 acres of remote, albeit breathtaking Western Colorado property known as the Ladder Canyon Ranch. That should be enough real estate to host a few thousand of your closest friends, I thought. "Off the grid" was not an accurate description of this location; the grid wasn't even close. The final grade to the location was a six-mile uphill pull of dusty, one-lane gravel road. The wedding invitation read "4x4 not necessary but recommended... If you get stuck or lost, we'll be back in the spring."

I could see the real possibility of a recipe for disaster cooking up. Aside from the shear logistical problem, what if, heaven forbid, it should rain™ Once the tenting companies we called found out about the location, they opted to rent all their equipment to other customers hosting events with better accessibility—for example, in the Amazon.

Nonetheless undaunted, the bride, groom, friends and I forged ahead with the planning of the details. Of course a "look see" was in order, just to get bearings and pick out a spot for the ceremony and subsequent party. Upon arrival, we found that the only 21st-century semi-permanent structure on the entire property was a yurt (see photo). Not nearly enough room for a group nearing 100. A yurt is a round tent, originally used by nomadic tribes of Asia. It's a strong and relatively lightweight domicile, requiring only 30 or 40 yaks to move. The balance of the area's topography was a combination of rolling high country beauty: pine trees, rock outcroppings, canyons, etc.—a great setting for a Hollywood Western…or a survival reality show.

The owners were the kind of folks who enjoy venturing up to their property and spending time just hanging out off the grid, away from the phone, communing with nature; and they were bound and determined to share their

Wilderness Survival for DJs

Make a checklist of everything you will need, and try to have a backup, if possible. (batteries, computers, extension cords, flashlights etc etc.) Check it again.

Make a list of all the problem areas, and then think through ahead of time for a probable solution. (works well with #6)

Scope out the area first, if possible. You will save a lot of valuable time on the day of the event, if you already have a good idea about set up locations.

Use power surge protection, with your gear. It's cheap insurance.

Invest in some testing equipment, (volt/ohm meter etc) and know how to use it.

Collaborate with the other people involved to make sure you've covered everything.

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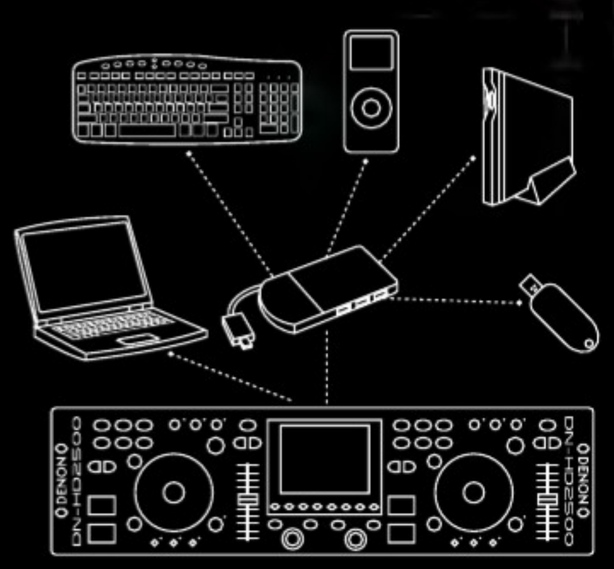


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little slice of paradise and host this wedding. I warned them that we were dealing with the four P's ...People, Parking, Power, and Potties. But the plans continued to blossom. A date in September was selected, and we consulted with the Farmer's Almanac to get an idea of what could be expected for weather. The almanac forecast was a little sketchy, only offering a "your guess is as good as ours"-type entry.

As the DJ/MC the only P that really concerned me was power. Between the hosts and myself, we owned four power generators of various capacities. We decided that we should have at least three at the event, since we were treading in unknown water with cooking, lighting and sound. (Reminds me of the Bureau of Alcohol, Tobacco, and Firearms--which one doesn't belong™" Between the three generators we selected, we had at our disposal just over 12,000 watts of power. Better too much, than not enough, as they say. We could have lit up a rodeo arena and simultaneously powered a Kid Rock concert.

Of course there was also the noise factor. In this pristine setting we didn't want the guests to actually hear the big generators, so this required placing them (all but the little 2000-watt Honda that I used) over in Utah, and running heavy gauge extension cords up to their locations. (Note: Because of voltage drops on long runs, always use at least #12 gauge cords if you are running power over 100 feet) Let me tell ya, there is nothing that goes on in any aerobics class that quite matches the workout one can get traipsing around at an elevation of 7,500 ft, with coils of heavy duty power cords over your shoulders. If Michael Phelps did this on a regular basis, he might develop lungs that would allow him to swim from California to Hawaii, underwater.

I've always been impressed with the little Honda generators. I've used several over the years and they are quiet performers. For this event I dedicated a 2000-watt Honda for powering my sound and computer equipment. It worked flawlessly. I must say I was a little apprehensive about using a generator with my computer. I did opt to add a high-dollar surge protector to the mix, just in case. There was also concern about grounding the system and the potential 60 cycle hum problem. Some web research ensued on the subject, but there seemed to be no definitive conclusion amongst the experts. By NEC code, an 8' long copper clad steel rod needs to be driven into the ground. I had no clue how to accomplish THAT, since they don't call 'em the ROCKY Mountains for nothing, and renting a pile driver was out of the question. I opted to eschew the grounding rod. There was no hum, and there were no hiccups.

> "Off the grid" was not an accurate description of this location; the grid wasn't even close.

For those of you who have ever tried to view a laptop screen in bright daylight, you will be able to relate to this next hurdle. Put simply, on a bright sunny day, you can't see a damn thing. One must improvise. I chose to employ a technique used by the famous photographer Ansel Adams. Primitive but effective (see photo). The other option would be to hire an assistant to stand over you with an umbrella (ella ella), but that can get costly if you've got several hours of daylight.

The wedding was stellar and the weather cooperated completely. The reception on the rocks couldn't have been better. The owners of the ranch worked like slaves to prepare the area and the food for the 100-plus intrepid guests who braved the trek. After the event, we (those involved in coordinating everything) got together, evaluated the event and gave ourselves conservative 9.5s and 9.8s for a job well done.

For my professional brothers and sisters in the mobile DJ entertainment business I offer the following. If someone calls and tells you about their plans to host an event in a remote location, take a quick mental inventory of your experience, and then be honest about your ability to actually pull it off. These are not easy gigs. You can always opt out by telling them you are booked for Papua, New Guinea on that date.

Remember, the true success of the party is on your shoulders--not those of the cake decorators or the caterers or any other vendor. There can be mediocre food and a melted wedding cake but you can still pull off a great event--anywhere--if you are prepared. Some things you can't control, like the weather, but if you have a back-up plan for everything else, you can usually still be the hero. MB

Merlin Zimmet runs Zentco Productions out of Grand Junction, Colorado.

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Considering Cables

Cords and cables support your show, so buy quality and treat them well!

By Ryan Burger

This Gear Guide is all about the key pieces of gear DJs need to get their job done—the big stuff, like digital media players and PA equipment. But one thing a lot of people take for granted is their cabling, not putting a lot of thought into those important links in the performance chain. Your fantastic Pioneer multi-media deck, Denon mixer or American Audio CD player isn't being the best it can be without good cables running from it to the next piece of hardware in line.

JUST THE RIGHT FIT

At BC Productions, the in-house DJ service of Mobile Beat Magazine, we just went through a comprehensive overhaul of all of our cabling, ordering thousands of dollars of new audio and power cables, straps and other pieces to make sure that everything in our rigs is functioning at 100%. When you think about it, what has trouble the most often with your systems™ If you have invested in high-end gear like we have, it's almost always the cabling.

We often found ourselves hunting through the garage and tech area looking for just the right adapter to get from a strange situation into a familiar one. That's why, when we invested in our new cabling, we tried to think of every connection situation our hardware had experienced in the last couple of years. That's where a good custom cable maker, which many dealers employ, can come in handy. (Our dealer for this project was NLFX Professional.) They can literally wire almost anything to anything. We explained what we were doing, and they asked us about desired options (and also if we were crazy on a number of occasions) and then made the custom cables for us. Custom cables will cost more than factory pieces, but when you consider the adapters often needed to get from one place to another, it can be a much better deal.

Custom cables will cost more than factory pieces, but when you consider the adapters often needed to get from one place to another, it can be a much better deal.

LOOKING GOOD OFF THE RACK

Although custom solutions can be very useful, there is always a need for standard cables. We purchased over 200 cables! Not every DJ needs to do that by any means, but with the move of our company into higher-end production shows, AV rental, and supporting five full-sized rigs, we thought it was well worth it. We went with the ACCU-Cable line from American DJ (www.americandj.com) because it covered us very well and is at an affordable price point. Additionally, this line features something I have been looking for a long time for: reasonably priced black power cords! Yes they do exist, in many different sizes and options including 12-gauge, triple tappers and in lengths as much as 100 feet. While the ACCU-Cable line isn't as extensive as a Hosa or others, if covered our bulk needs very well.

CORRALLING YOUR CABLES

A unique find, made by Andy Powell of our staff at a past NAMM conference, was the Stage Ninja (www.stageninja.net) cable control system. As covered previously in Mobile Beat (INSERT ISSUE INFO), the Stage Ninja needs to be seen to be completely understood. It's the industry's first retractable cable-winding system. Just imagine one of those extension cords that you might have mounted in your garage that you can pull on and pulls back into itself when you are done with it. Currently these systems are available in two versions: 1/4" to 1/4", and XLR to XLR. Stage Ninja units can definitely help with your organization of cabling, as well as cutting set-up and tear-down times.

The last step for us was keeping the new cables in good shape. We are doing that through cord wraps from Cord Lox (www.cord-lox.com). Available through dealers in regular and custom printed styles, these are 5" to 18" Velcro™ straps featuring a middle opening that holds tightly to the cable, thus keeping the wrap with the cable at all times. We got custom ones made up with our BC Productions logo on them so that ownership of any cables when working with other vendors is assured. No more guessing at a big event whether the cable is yours, the hotel's or the band's.

Overall, it comes down to taking care of your investment and assuring yourself and your clients that no little thing will stop you from helping them have the perfect event. Think about the investment you have in cabling. Are you using the RCA cables that came in the box and basic extension power cords from Walmart—or are you using professional cables with your professional gear™ MB

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Making Business Connections Online



Second in a series on New Social Media

By Andy Ebon

The phrase, "making friends," has taken on a whole new meaning on the Internet. In its most basic form it is simply the acknowledgment of two people who have some common interest(s), either social, business, or both. There are myriad of ways that one can connect in the new millennium. This article will focus on two of the most prominent websites: LinkedIn and Facebook.

From the standpoint of business use vs. personal/social use, these two website tools are at the opposite end of the spectrum. LinkedIn's percentage is decidedly 80/20 business, while Facebook skews 80/20 social; yet both have specific value for you and your business.

GET LINKED IN

The basic LinkedIn service is free, allowing you to fill out a profile that looks and feels much like a professional resume. It can go deeper, though, with queries about organization involvement, extra curricular activities and more.

Looking at people's profiles, the feature that jumps out at you immediately is the inclusion of "recommendations." The LinkedIn system makes it very easy to receive and give recommendations.

Once you have filled out a profile, you can easily search the LinkedIn database for people you know. One click of a button, and you can invite someone to be your friend. You can also personalize the invitation with short note, if you wish. Then, the recipient can approve your friendship status, which on LinkedIn is called a "Connection." Once connected, you can also see all of the other person's connections, including their profiles.

A number of synergistic opportunities arise in this system. You come across people in your business past, who you've lost track of, and get reconnected. You give and receive recommendations. You can have your connections introduce you to people that they know. This is especially helpful, and often happens after you view someone's profile and it becomes obvious that you have common interests.

> The number of connections or friends is not the important outcome; the quality of these relationships is what counts.

LinkedIn is also good for research. Sometimes it's a challenge just to find out who holds a position at particular hotel, for example. If the person you're looking for is a LinkedIn member, you'll find them easily.

FACE TIME ONLINE

Facebook, on the other hand is all about social interaction. While one does fill out an online profile, the major emphasis is about what you're up to, in your personal world.

Making the connection with a friend is as easy as with LinkedIn. Search the database by name, and make the invitation. As you build your "Friends List," Facebook even suggests people you might know.

The site encourages you to uploaded photos, join Fan Groups for your favorite band, movie or celebrity (just a few examples), and tell the world what you're doing right now. This type of "status line" is common to social networking sites, such as MySpace, LinkedIn and others.

Sharing social information and random thoughts gives people who think they know you a more complete window into your world. You can post/share as little or as much as you choose, and it's fun to see the comments posted, in response to your thoughts.

GIVING YOU THE BUSINESS

There is a business side to social networking. Knowing that a peer has kids or loves country music or went to college in your hometown is important. It creates a lot of common ground that is essential to building a more complete relationship, in addition to your business connection. All you need to do is notice these things, actively or passively.

Proper protocol is an important part of social networking. The number of connections or friends is not the important outcome; the quality of these relationships is what counts. At first, just connect with people you really know. Then (particularly on LinkedIn) introductions can occur organically. Don't just ask anyone to be a friend or connection. You will get rebuffed.

Each of these sites has many features beyond what is outlined here. The best way to understand how they work is to sign up and explore at both LinkedIn.com and Facebook.com. Your existing relationships will immediately be enhanced. New friendships and business opportunities will follow. MB

Andy Ebon authors The Wedding Marketing Blog (http://www.TheWeddingMarketingBlog.com), which is also syndicated on MobileBeat.com.

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www.musicdatabasesoftware.com





THE COMPUTERIZED DJ

How to Pick Your Software

Tech expert cuts through the jungle of software choices with some sharp practical advice

By Dr. Drax

Well, here we are eight years into the new millennium. What can we say about how we've progressed™ In just 10 short years, we have gone from storing a few hundred MP3s to storing tens of thousands on a single hard drive. One might ask, "What will the next 10 years bring™" We are already seeing a high rate of change, in fact, a more significant change in the last two years than we experienced in the previous eight. The continuing expansion of technological and software systems will literally revolutionize how we do what we do.

COMPUTER SOFTWARE

MFGR.	PRODUCT	DESCRIPTION	USE	PLATFORM	MP3+G?	MPEG VIDEO?	PRICE*
American Audio	Versa Mix	MP3 Mixing Software Kit	Digital DJ	PC	Yes	No	$129.95
DJ Webmin	DJ Webmin Lite	DJ Webmin is a friendly web-based program with an easy-to-use interface, navigation menu and employee controlling that makes it a must for event booking companies of any size. Add/Edit/Delete bookings and tailor it to your needs.	Business	Web-Based	N/A	N/A	$49.00
DJ Webmin	DJ Webmin Pro		Business	Web-Based	N/A	N/A	$119.00
DJPower International LLC	DJPower	DJPower is the perfect tool for the modern mobile DJ and VJ. DJPower is the only system out there that not only mixes mp3 but also mixes video and karaoke, plus DVD to MPEG.	Digital DJ	PC	Yes	Yes	$425.00
Gem Sound	GROOVE	Groove easily enables you to professionally mix, organize and navigate through your MP3, WMA, OGG Vorbis and WAVE files to create the ultimate playlists, technical mixes and flexible background music.	Digital DJ	PC	No	No	$99.99
Intelligence Inc.	DJ Intelligence	DJ Intelligence offers over a dozen highly interactive tools that add on to any existing DJ website, including tools for receiving leads, booking shows, and complete event planning for your clients. They integrate into any existing website in minutes, regardless of site design or hosting.	Business	Web-Based	N/A	N/A	$99.95
MegaSeg/ Fidelity Media	MegaSeg	MegaSeg is a stable and powerful DJ mixing program that runs on user-friendly Macs, with intuitive management of song rotation, timed playlist events, Hot Keys for sound effects, Rules for artist separation, Request Lists with reminder notes, and play history logs. MegaSeg is compatible with iTunes and iPods, including purchased music from the iTunes Store.	Digital DJ	Mac	No	Yes	$249.00
MixMeister Technology	MixMeister BPM Analyzer	MixMeister BPM Analyzer is a free program you can use to determine the exact BPM (beats per minute) of any song. It allows you to: Calculate extremely accurate BPM counts for any song; drag and drop music files from Windows Explorer; display and sort files by Title, Artist, or BPM.	Digital DJ	PC	No	No	N/S
MixMeister Technology	MixMeister Express	The fastest way to create pro-quality mix CDs. MixMeister Express 6 is a powerful tool that you can use to create a professional-sounding mix from your music files with a minimum of effort. Express is used every day by dance music fans, party DJs, fitness instructors and choreographers.	Digital DJ	PC	No	No	$49.95
MixMeister Technology	MixMeister Fusion	Version 7.2 includes an enhanced timeline, improved time-stretching and support for Mac OS X. Fusion is designed to mix complete DJ sets from full-length songs. You get the functionality of a loop editor or digital audio workstation, but you can blend songs together to create stunning DJ performances.	Digital DJ	PC	No	Yes	$329.95
MixMeister Technology	MixMeister Studio	A powerful DJ sequencer that gives you greater ability to expand your creativity and produce mixes beyond traditional mixing and blending. Allows users to reconfigure a mix with a workflow similar to a DAW (digital audio workstation). This innovative approach makes it possible for a full-length mix to be constructed and produced on-screen. Mix up to eight songs simultaneously and take advantage of the powerful features such as intelligent looping and the ability to overlay samples and sound effects.	Digital DJ	PC	No	No	$169.95
Music Database Software	EPS-Pro3000 Event Planning Software	This event planning software is great for professional event planners, wedding planners, corporate event planners or single vendors/merchants like magicians and DJs. www.eventplanningsoftware.com	Business	Web-Based	N/A	N/A	$120.00
Music Database Software	MDB2000 Music Database Software	Great software to organize your music collection or music library!	Digital DJ	PC	N/A	N/A	$39.95
Music Magic	Music Magic	Music Magic was designed to help the professional DJ cope with his/her dynamically changing database of songs.	Digital DJ	PC	No	No	$109.99

**Prices listed are "street prices" and are subject to change at any time.*

The software you choose should give you great flexibility in organizing your library the way you wish, rather than constraining you to a specific organizational structure.

PRIORITY ONE: PERFORMANCE STYLE

When considering digital DJ software several key elements need to be outlined as we discuss our choices. Are you a hands-on, club-style mixer focused on the tactile feedback of platters™ Or are you satisfied with semi-automatic functionality that allows you to spend more time out on the floor working the crowd, making announcements, leading interactive elements, etc.™ In other words, one of your prime considerations is the way you perform. With the answer to this basic question, you can start to lay out the choices that are available to you.

I have always said that rather than the debate which platform to run (Mac or PC) or what might be the best hardware configuration, you should instead choose the software you want to use and then select the hardware that most appropriately runs that software. For those who desire a traditional interface, comparable to two turntables or two discrete CD players, there are numerous product offerings—too many to name without fear of leaving someone out. The same holds true for those looking for a functional automated interface in which they can program the entire night's play list, add requests when needed, and spend the bulk their time interacting with guests.

Once you have somewhat defined your DJ style, selecting a tool that best fit your needs becomes a matter of trial and error. I would strongly suggest downloading the demos of the respective progs you're interested in, and loading them up on a platform comparable to the software's recommended setup. Another method is finding users who are currently working with the tools you are looking at, and asking if you can shadow them, as well as getting their opinions. Their satisfaction level is important, as they are real-world users of the product, not salespeople.

SOME QUESTIONS YOU MIGHT ASK:

How difficult was it to become proficient with the software™

How long does it take to understand the basic nuances of the interface™

Does the software allow for introduction of various file types, or is it constrained to a single file type™

Does it allow you to go from a dual-deck, beat-mixing format to a single-player format™

EXPANDING YOUR SEARCH

As the hardware makes storage of more and more tracks possible, an increasingly important question is, how easy is it to search using the prospective software™ For example, can you do concatenated searching, using a combination of terms™ An example of this would be searching for every disco song from the year 1979 that was number one on the Billboard Top 40, with the BPM of 100. While you may never have to get quite so focused, having the ability to do so is a powerful tool to build the quality of your performance sets.

Another thing you need to consider is how is the program's database (often described as a "record case" or other type of physical storage) is structured. Is it established in such a way that makes logical and intuitive sense to you™ Or does it require you to learn a whole new way of living or a whole new language™ Look for tools with strong relational database capability. This is easily reflected in the structure of the record case or library, how information is presented to you, and how easily you can search through that information.

An organizational area that I feel is key in the adoption of a basic MP3 software player is the utilization and proper handling of ID3 tags. These are pieces of information appended to the MP3 file, which provide information such as artist, title, genre, BPM, or other bits of interesting information about the track. Failure to handle ID3 tags properly is a great restriction. I would avoid any tool that did not fully utilize ID3 tags.

One place where I think most DJs make a mistake in utilizing software, is organizing their music in the same way they organize their CDs. By doing this, one loses a great deal of the power of computing, as it doesn't make sense to create separate folders for every single CD or album in your library. Rather, I think it makes more sense to organize your music library files by things like genre and decade. After all, it will be rare that somebody will come up and ask you for a song from a specific album or CD. They will ask you things like: "Can you play some old school funk™" "Do you have any hip-hop™" "Do you have any good '60s music™" Most requesters will either identify a specific song (apart from the original album name) an artist or genre.

The bottom line is, the software you choose should give you great flexibility in organizing your library the way you wish, rather than constraining you to a specific organizational structure, which might impede your ability to think naturally, logically and creatively in locating desired songs.

STANDING ON THE PLATFORM

Does the software run on both Mac and PC™ That can be important, especially if you utilize both hardware platforms. Some of my colleagues are diehard Mac fans; for them it is very important that the tool of choice operates stably and well on the Macintosh platform. Likewise, my PC-based colleagues are more concerned with PC stability and expanded feature sets, and the ability to play any kind of file. Personally, I would not use any DJ software that would restrict my ability to utilize any file formats or media types that may evolve or develop as time goes on. While most started with MP3s, it's time for us to look forward to newer file formats, such as the lossless FLAC format and others. I would look for tools that promise to be on the cusp of adoption of new file

CONTINUED ON PAGE 28

COMPUTER SOFTWARE

MFGR.	PRODUCT	DESCRIPTION	USE	PLATFORM	MP3+G?	MPEG VIDEO?	PRICE*
Music Magic	PMP	3 Programs in one: MP3 Ripper and tagger; database generator and MP3 organizer for hard drives; and a full MP3 digital mixer.	Digital DJ	PC	N/A	N/A	$115.00
Numark	Grand VJ	ArKaos GrandVJ is the finest video-mixing and live-performance software for VJs, DJs, musicians, events, and clubs. In addition to versatile performance capabilities, GrandVJ is an excellent program for creating music videos from existing content or from scratch.	Digital DJ	PC ¶ Mac	N/A	N/A	$399.00
Numark	MixMeister Fusion	See above under Mixmeister Technology	Digital DJ	PC & Mac	N/A	N/A	$299.00
Numark	MixMeister Studio	See above under Mixmeister Technology	Digital DJ	PC & Mac	N/A	N/A	$169.00
Ots Labs	Ots CD Scratch 1200 Free Edition	CD Scratch is a FREE, funky and incredibly fun "Virtual Turntables CD Player" performing the seemingly impossible... Play two songs from the same CD at the same time—one forwards and one in reverse! Scratch a CD track back and forth like a record, or listen to your favorite CD automatically mixed between the turntables. Enjoy the optional warm vinyl-crackle ambience on your latest CD.	Digital DJ	PC	N/A	N/A	N/S
Ots Labs	Ots Studio	Ots Studio is a free application which allows for the creation and manipulation of Ots Media Files directly from audio CDs, MP3 / MP2 / MPEG1-video / MPEG2-video / unencrypted VOB, and other file formats. You can edit most aspects of Ots files, including title and artist info, mix points, auto beat mixing points, album coverart, aspect ratio, etc.	Digital DJ	PC	N/A	N/A	N/S
Ots Labs	OtsAV DJ Pro 1.85		Digital DJ	PC	Yes	Yes	$299.95
Ots Labs	OtsAV DJ Silver 1.85		Digital DJ	PC	N/A	N/A	$199.95
Ots Labs	OtsAV Free	Premier audio and video playback mixing software, with powerful automation and manual control flexibility.	Digital DJ	PC	No	No	N/S
Ots Labs	OtsAV Pro	OtsAV Pro is a complete professional AV software solution. With audio, video, karaoke CD+G playback, automated beat mixing, powerful media library, scheduling & logging, 24/7 unattended playback, high quality time-scaling (±200%), continuous flow automixing, smooth audio, etc. Ideal for pro DJs, radio stations, and many others. Total flexibility, from completely manual to completely automated operation.	Digital DJ	PC	Yes	Yes	$299.95
Ots Labs	OtsTurntables Free	OtsTurntables Free is a 100% FREE (no spyware, no banner ads), virtual set of professional mixing turntables empowering music lovers, aspiring DJs and pros to scratch, adjust tempo and pitch, play backwards, and mix MP3s, WAVs, Ots files and CDs. DJ your next party like a pro, or just enjoy listening to your professionally MP3s at home.	Digital DJ	PC	N/A	N/A	N/S
PCDJ - Digital One Audio	PCDJ DEX	PCDJ DEX is a computer mixing program for both beginning and professional DJ's. Mix your MP3, OGG, WMA, FLAC, WAV files or audio CDs easily on any configuration.	Digital DJ	PC And Mac	No	N/A	$199.99
PCDJ - Digital One Audio	PCDJ DMX	Create an astonishing light show easily at your club, mobile DJ event or any large venue. A complete light control solution for the pro DJ or nightclub in the most demanding conditions.	Digital DJ	PC	N/A	N/A	$399.00
PCDJ - Digital One Audio	PCDJ Fx	Offers an array of new features, including a brand new record-case design, full screen interface, changeable skins and easy visible one-button features that give the user the power to control the music, and the dance floor. With VRM technology.	Digital DJ	PC	Yes	No	$299.95
PCDJ - Digital One Audio	PCDJ Reflex	High-end DJ performance software	Digital DJ	PC And Mac	Yes	No	$279.00
PCDJ - Digital One Audio	PCDJ Reflex	Whether you're a Club DJ, Turntablist, Producer, or Mobile DJ, Reflex offers the rock solid features you've been asking for, with the flexibility you've only dreamed of.	Digital DJ	PC And Mac	No	N/A	$279.00

COMPUTER SOFTWARE

MFGR.	PRODUCT	DESCRIPTION	USE	PLATFORM	MP3+G?	MPEG VIDEO?	PRICE*
PCDJ - Digital One Audio	PCDJ VJ	PCDJ VJ is a complete, reliable software package that offers total live performance. DJ, VJ, and KJ all from one comprehensive interface that's easy enough to use for the beginner, but with all the features the pros need and want.	Digital DJ	PC	Yes	N/A	$199.99
Rane Corporation	Serato Scratch LIVE	Scratch LIVE is the ultimate software and hardware solution for bridging the analog world of vinyl and the digital world of computer audio files. Using regular turntables or CD players, you can scratch and mix files from CD or hard drive, add in a live mic input for scratching, and even bypass to standard vinyl if you wish. Scratch LIVE is the complete digital solution for the vinyl junkie – take your entire collection wherever you go and leave your precious vinyl at home!	Digital DJ	PC And Mac	No	No	$725.00
Rane Corporation	Serato Video-SL	Video-SL is a software plug-in for Scratch LIVE which adds the ability to playback and mix video files with the Rane T™ 57SL mixer.	Digital DJ	PC And Mac	N/A	N/A	$199.99
Softjock	Rockit Pro DJ Software v4	VERSION 4.1 - The Best DJ Software Around! - More skins, more features, still the same low price!	Digital DJ	PC	N/A	Yes	$129.95
TriceraSoft	Elite Manager	TriceraSoft Elite Manager™ is provided as either an add-on to Swift Elite 3 (or higher) or a stanalone Management Program for Entertainers to enter Bookings, Customers, Venues, Accounts Receivables, and more. Book your customer while right on the job and have easy access to your Calendar of Events.	Business	PC	N/A	N/A	$299.95
TriceraSoft	JustKaraoke 1.0	TriceraSoft JustKaraoke™ 1.0 is a straight-forward no-nonsense karaoke control solution. Go digital easily and in confidence with this inexpensive yet professional and simple to use solution. Announce the singer, play the song, clap, and proceed through the rotation. Need to recall the singer from last week? No Problem! Bring up the history and drop in a song, it even remembers the key and multiplex option you used for that singer.	Digital DJ	PC	Yes	Yes	$24.95
TriceraSoft	Swift Elite 4.0	Swift Elite 4.0 is the Complete Entertainment Solution™ for the PC brought to you by TriceraSoft, the creators of the MP3+G Karaoke Format. Host any Video, Audio, Karaoke or combined show with ease. Bring the Power of Video, VCD, DVD, CD+G, CD-Audio, Karaoke Media Files (Audio+G), Audio files, and Video Sources (Cameras, DV) into one awesome program. Automate your show or take full control - enable your Auto Crossfade, Next Singer display, Queue mode, and Playlist presets and let it go. Includes all importing tools, CD+G Disc playback and ripping tools, export songbook creator, very cool transitions, slideshow, next singer features, and much more...	Digital DJ	PC	Yes	Yes	$199.95
TriceraSoft	Swift Pro 2	Swift Pro 2.0 is the ultimate Karaoke Hosting Solution for users who wish to command the show using Audio and Karaoke. Host any DJ or KJ show at the click of a mouse pointer. Bring the Power of CD+G, CD-Audio, Karaoke Media Files (Audio+G), Audio files, and Video Sources (Cameras, DV) into one place.	Digital DJ	PC	Yes	Yes	$99.95
TriceraSoft	Swift Pro V	Swift Pro V is the ultimate Video Hosting Solution for users who wish to command the show using Audio and Karaoke but also have the basics for Video capable playback and mixing. Host any DJ, KJ, or VJ show at the click of a mouse pointer. Bring the Power of CD+G, CD-Audio, Karaoke Media Files (Audio+G), Audio files, and Video Files into one program. Automate your show or take full control with Auto Crossfade, Next Singer display, Queue mode, and Playlist presets and let it go. Includes importing tools for Audio and CD+G Karaoke, export songbook creator, next singer features, and much more...	Digital DJ	PC	Yes	Yes	$149.95

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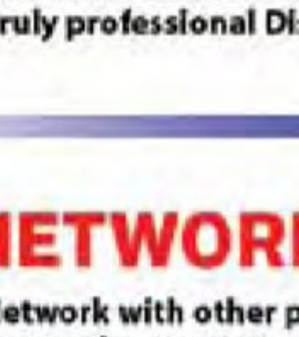
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CONTINUED FROM PAGE 24

formats, which provide increased fidelity, while still retaining significantly smaller file size in comparison to WAV files.

VISUAL STIMULATION

Another thing that is of great importance to DJs today is the integration of video. I think at this point any software platform one might consider buying should offer some utilization of video. Most people under the age of 30 have never known a song without a video. Plus, video can be a great enhancement to the overall atmosphere of your events, even if you're not using music videos. Ambient video can do a lot to accent the energy and style of the performance. However, it should be noted that requiring video will restrict some of your choices in playback software, so you really have to make a decision about the things that are most important to you. In my opinion, video isn't the future…video is today! While you don't always have to use video in your presentations, it is a wonderful feature to have available, when the time is right.

What is actually the "next big thing™" That would be integrated SMS messaging, which allows for direct audience interaction with the DJ and others via texting. Look for tools that combine integrated SMS messaging with playback and request visualizations. Some degree of remote-control capability is important too. Nothing is cooler than taking requests and initiating playback from the dance floor, or as you wander through the crowd during dinner!

HOW DO YOU TAKE YOUR TRACKS—PREPARED OR INSTANT™

Something that I believe all DJ performance software should have is the ability to implement hot buttons or instantaneous playback of effects loops or even entire tracks; maybe even an entire play list. The ability to be mixing along and hit a button and trigger a "shout out" or other premade "drop-in" or loop is clearly impressive, as is the ability to hit special effects files. All while you're mixing multiple songs together. These can be great energy-builders at your events. They can also function as quick keys to get to specific songs, such as a first dance, father-daughter song, or coronation dance.

On the performance prep side, a key element in the software is the ability to create, store, search and recall play lists. One of the things I enjoy most about the software I use is the ability to store the play list from that night's performance. That way, when I perform for that group again, I have a good idea of what worked the last time. And on Monday after the event, it gives me a great way to go back and review what actually was played, how and when it was played, and to reflect upon songs or mixes that did or did not work. This can be a great help in tuning your mixing style and finding the songs that work well together repeatedly. Play lists allow you to take advance requests and suggestions, and to build a basic framework of the musical entertainment for that night from the information the client has provided on the planning forms. For example, if you know that most of the crowd likes country, you would probably not play mostly hip-hop. Rather, you would build a play list of mostly country, interjecting other styles, genres and tempos consistent with the information provided.

> One place where I think most DJs make a mistake in utilizing software, is organizing their music in the same way they organize their CDs.

Say you do a corporate event for a company for a number of years. Play lists allow you to look back and see the elements that worked and the elements that didn't. This, in turn, should allow you to make each subsequent event better than the year before. This adds tremendous value to your services in the eyes of the client, because you are continually "tuning in," making the event better from a musical point of view.

This is not to say that you simply preprogram the entire evening's music selections. Instead, think of it as a foundational building block on which you can start, and then adjust according to the to the crowd response and the overall tone of the evening. I do not agree with DJs who simply build a play list, push play and leave. However, play lists can be very important tools in learning to understand your crowd.

DJ EVOLUTION: TRANSITIONAL FORMS

For many DJs out there, the fear of leaving the hardware-based interface is substantial. They become locked in indecision, not able to move forward but not desiring to remain where they are or go backwards. Now is the time to make a leap forward and start moving into the next generation of technology platforms, which can facilitate better performance and lighter loads and greater customer service at being able to easily locate and play any song from a very large library of tracks.

For those caught in the bonds of indecision, there are many great hardware controller options or standalone hardware player devices that one could step into with a degree of familiarity, while still advancing in using new technologies and file formats. These devices allow you to attach storage such as USB hard drives, iPods or others, and play the music directly from those media through the controller interface. This is a very comfortable option for many DJs moving from CDs, as it provides a familiar interface and tactile control mechanism, while still bringing the advantages of contemporary media file formats.

After some time, though, I believe most adopters of this technology will eventually want to move toward a computer-based interface. Because of the expanded storage options, the enhanced search functionality available through software control will never be fully accessible and comfortable to use with the small screens of dedicated hardware controllers.

This is why I recommend strongly to those starting out with a hardware controller-based interface that they look for one that readily adapts to a variety of software platforms. This gives truly the best of both worlds: One can start from a position of comfort in the dual-tray controller mode, but can easily switch over to completely computer-based performance.

FURTHER HELP

As you test the waters of DJ software choices, be sure to visit the New Millennium DJ forum at ProDJ.com. There you will find significant resources regarding playback software, as well as software tools to rip, encode, and edit the file name and tag structure of the digital files you will create and manage. Mobile Beat conferences also regularly feature computer DJ seminars with a high level of educational content. Additionally, consider attending a Computer Performance System Summit (www.computerdjsummit.com). This yearly three-day event is wholly dedicated to the use of computer-based performance tools. You'll learn more in three days than you could in three years.

Attend tradeshows or other events where software is on display is a great way to get a short test drive, with helpful company reps on hand to answer questions. The downside to this, however, is that without some understanding of the nuances of the software, you may be inclined to discount a product that would be favorably impressive to you, given a bit more time. Every software platform will have a learning curve. The more time you're willing to invest to learn, the more you can unlock the power and feature set it provides. In test-driving DJ software, look for where it's going not where it's been. Visit the user forums for the respective tools of interest to you. This will allow you the opportunity to meet many users with diverse experience and backgrounds, who can assist you in understanding the real uses and challenges of the tools you're considering.

The main thing to consider is this: It's time to get into the new millennium! Now is the time…make the move…convert to a computer performance system. It's a decision you will never regret. Your future awaits! MB



DIGITAL MEDIA CONTROLLERS FEATURED PRODUCTS

AMERICAN AUDIO

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www.americanaudio.us



PIONEER PRO DJ

MEP-7000 Multi-Entertainment Player

CDJ series, the MEP-7000 reads CD/CD-ROM/DVD-ROM as well as USB media. Features a 4.3" color LCD screen, intelligent user interface and rotary selector for rapid track search through large collections. Includes DJS software application for playback from a Windows PC, eliminating need for mouse or keyboard for performance. Supports control of other software, such as Serato Scratch Live 4. Other functions include: Karaoke Mode with full CD+G playback; Tempo Control (±6, 10,16%, and WIDE8); Pitch Bend; Seamless Loop.

www.pioneerprodj.com

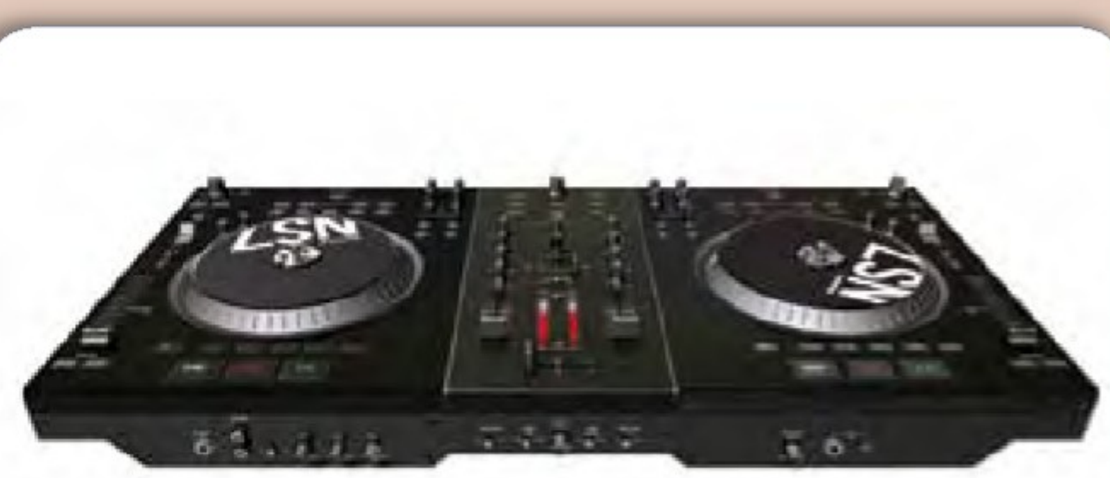


NUMARK

NS7 Performance Controller

Designed in collaboration with Serato, NS7 combines an all-metal chassis with adjustable torque, motorized, aluminum-turntable platters, vinyl, and a pro audio interface. A full complement of premium faders, knobs, buttons and Numark's new Strip Search (patent pending) virtual-needle-drop control integrate seamlessly with the included Serato ITCH software. NS7 delivers hands-on control of every aspect of Serato ITCH, providing a rock-solid hardware/software DJ system that works with Mac or PC and feels as good as it looks.

www.numark.com



VESTAX

VCI-300 DJ Controller

Sharing technology and feedback from pro DJs around the world, Vestax and Serato have created a dedicated USB MIDI controller for Serato DJ software. A built-in audio interface has a standard 4-in/4-out configuration headphone connection…which means all you need for DJing is the VCI-300, a laptop and a set of headphones. An Emergency Thru Switch lets you choose between using the VCI-300 with the provided ITCH software or sans computer if you simply want to play music from your external CD or MP3 player. The responsive jog wheel has an adjustable torque mechanism

www.vestax.com



DIGITAL MEDIA CONTROLLERS

MFGR.	PRODUCT	DESCRIPTION	PRICE
American Audio	Media Operator	The American Audio, Media Operator is a fast, simple and reliable all-in-one MP3 media player designed for permanent installation were easy control of music is a must (ie. restaurants, fitness studios, retail locations, etc.) - great for mobile entertainers too. The Media Operator offers digital playback from SD cards or USB sticks/drives. The Media Operator includes full MP3 playback control as well as a microphone input (XLR/1/4" combo), master volume control and two line out options. Plug the unit directly into powered speakers or an amplifier through the balanced XLR outs, or go to a preamp mixer from its RCA outputs.	$399.95
American Audio	SDJ-2	Going Mobile Has Never Been Easier, than with this Professional Dual SD Player with Built-in Digital mixer. Your whole night's music can fit on one SD card.	$599.95
Behringer USA Inc.	B-CONTROL DEEJAY BCD3000	Next-Generation DJ Machine—Play, Mix, Perform and Scratch Your MP3 Files like Vinyl Records	$199.99
Cortex	CTRL-R1	Powered by Cortex's patent-pending USB compatible technology, the CTRL-R1 Digital Music Controller is driven by the same engine as the brand's groundbreaking HDC-1000 Dual Digital Music Controller. Featuring full CBR and VBR MP3 and WAV compatibility offering complete iPo	$349.00
Cortex	CTRL-R3	CTRL-R3 is driven by the same engine as the brand's groundbreaking HDC-1000 Dual Digital Music Controller. Featuring full CBR and VBR MP3 and WAV compatibility offering complete iPod Playlist functionality, the CTRL-R3 Digital Music Controller also utilizes Cortex's uniq	$599.00
Cortex	dMIX-300	The dMIX-300 Digital Music Control Station integrates the power of Cortex's patent-pending USB compatible technology with the convenient digital music capacity of Apple's iPod' and a 2-Channel mixer into one compact, easy-to-carry, all-in-one digital mixing solution.Featu	$499.00
Cortex	dMIX-600	Built around the same engine as Cortex's groundbreaking HDC-1000 Dual Digital Music Controller, the dMIX-600 Digital Music Control Station features an iPod' dock, two Dual Mode Jog Wheels for search or pitch bend, two 80 character dot matrix playback info displays, USB keyboard	$649.99
Cortex	HDC-1000	Using USB compatibility to give DJs the power to cue up, play, pitch, manipulate, scratch and search digital music files like never before, HDC-1000 users can access their music collections utilizing a wide array of storage devices including the iPod®, external USB hard-drives and flash dri	$399.00
Cortex	HDC-3000	The HDC-3000 uses USB compatibility enabling DJs to cue up, play, pitch, manipulate, and search digital music files via Cortex's patent pending 'intelligent music database management' system, allowing users to access their music collections with a wide array of storage	$799.00
Cortex	HDC-500	Digital Jukebox	$279.99
Cortex	HDTT-5000		$699.99
Denon DJ	DN-HC4500	Ever since the needle hit vinyl, DJ's have been setting the standard for what's hot. Denon comes from that same philosophy and passion'leading the way and creating the path for DJ evolution. That path has lead to the DN-HC4500, Denon's first USB MIDI/Audio interface designed exclusively for computer performance club and mobile DJs worldwide. This feature packed professional PC/MAC compatible controller combines unmatched hardware performance with internal high quality audio processing offering low latency ASIO/OSX Core Audio support.	N/S
Denon DJ	DN-HD2500	A hard-drive based, professional media player and controller offering a total all-in-one 'nerve center' that addresses and actually anticipates ever changing needs. Flexible and packed with features, the DN-HD2500 is built for any event where professional-quality and flawless performance is expected.	N/S
Denon DJ	DN-HS5500 CD	One of the most riveting features of the DN-HS5500 is its independent Dual Deck-like operation with separate audio outputs. Deck 1 & Deck 2 can be operated simultaneously by a simple flip of a button, offering twice the power & creativity in a single deck. Each Deck layer has full access to all the available features as well as your connected devices & music library. Additionally, when used as a MIDI controller each Deck layer can fully control 2 players from your favorite audio/video DJ software!	$920.00
Denon DJ	DN-S1200	Brand new and weighing in at a mere 9 pounds, Denon's smallest CD/USB Media player packs high-end features not found in much larger units. Smaller is better.	$600.00
Hercules	DJ Console RMX	Cutting Edge Dj Controller With built-in Audio for live and studio use.	$310.00
Hercules	DJ Control Steel	Dual mixing decks on a steel surface	N/S

Digital Media Controllers: the New Paradigm

There are more and more ways to do the digital DJ thing

By Marc Andrews

Today's DJs are faced with many choices from software and MIDI controllers to Media players that play MP3's WAV's, AAC's and more. Gone are the days where all that was required was two Technics 1200's and a 2-ch mixer. In a short amount of time the tools of the trade have greatly changed.

Prior to making an investment into this new technology there are a few important questions to consider. Would I prefer to use a computer in my setup or not™ Is my current computer fast enough or will I need a new one™ Do I need it to be rack-mounted™ Can I use my existing mixer with it™ What other components will be required™

A media controller is a good option for someone who already owns a laptop. A fairly powerful laptop will be required to run the necessary DJ software which will power a USB controller based system. When using a media controller the audio is played from the computer or attached storage device as the on-screen DJ software is controlled via MIDI over USB by the controller. Essentially the controller is just an extension of the software's on-screen capabilities. If you plan on taking this route, be prepared to invest in an audio interface and DJ software as well. Most controllers will include a trial or Limited version of software which usually has restrictions that prevent you from using it the way you'd need. The full version will offer more control. The audio interface is needed for sound output to your amp, mixer or powered speakers as the headphone output on your computer will not suffice. Most importantly, be sure to choose your software prior to purchasing your controller. Choosing your software first will allow you to narrow down your options. There are some controllers that need to be midi mapped out for specific progs. Some progs, however, are pre-mapped for the more popular controllers therefore requiring no additional midi programming (you'll thank me later).

A media player differs from a media controller, as it does not require a computer to function. It also has dedicated line outputs to connect to your mixer. It will easily integrate into your system by replacing your current CD player(s). The only additional items that are recommended are a USB keyboard (for searching), a USB hub (to connect multiple devices) and a hard drive (to store your music). You can even utilize your ipod as your main music source so a hard drive may not be necessary. Keep in mind that there are many types of media players available. There are players that run off of external USB drives only. There are also some players that offer built in hard drives as well as an included or optional disc drive, which will allow you to use your existing CD collection or rip your music directly into the unit. There are even units with built in mixers and units which will allow you full control over your existing dual deck CD drives.

If you favor a particular manufacturer, you should be able to find a solid option within that brand.

When upgrading or investing in your first system, today's digital offerings give you many options. Choosing which system to go with can be overwhelming but being able to narrow it down is the key to selecting the right piece for you. Just about every manufacturer has at least one unit that will function with digital media. If you favor a particular manufacturer, you should be able to find a solid option within that brand as these players are sure to be the standard for years to come.

Only you will know which choice suits you best. These are merely guidelines to lead you in the right direction and put you in a position to make an informed decision. One thing that's sure: A digital media controller will transform your digitized music collection into an easy-access, portable library that can go with you...everywhere. MB

DIGITAL MEDIA CONTROLLERS

MFGR.	PRODUCT	DESCRIPTION	PRICE
Korg USA	microKONTROL MIDI Studio Controller	The Korg microKONTROL MIDI Studio Controller is the ultimate portable MIDI keyboard controller, providing every function and type of control you need for computer - based music production or performance. With a compact and sophisticated-looking design, it includes a three-octave keyboard (37 note mini keyboard), eight encoders, eight sliders, and sixteen trigger pads that you can use to control your favorite soft synths, DAW (Digital Audio Workstation), or other musical tools such as external MIDI sound modules. It is the perfect choice for making music on the go thanks to its compact design, and it will fit into the tightest performance space. The microKONTROL also comes bundled with 5 cutting edge software products.	$375.00
Korg USA	padKONTROL MIDI Studio Controller	The padKONTROL joins Korg's expanding line-up of MIDI studio controllers. Adding another dimension beyond traditional keyboard control, the padKONTROL is the most expressive and versatile pad controller ever! In addition to accessing drum sounds and samples, the padKONTROL can also control soft synths and effects, trigger loops and video clips, and even act as transport controls for DAW software progs. Combining an assignable X-Y touchpad that also provides for natural-sounding flams and rolls, sixteen great-feeling illuminated trigger pads, assignable knobs and a footpedal input, the padKONTROL provides unsurpassed evocative control.	$299.00
MARATHON	XO-23	2-Way Stereo 3-Way Mono Crossover	$99.99
MARATHON	XO-34	3-Way Stereo 4-Way Mono Crossover Plus Subwoofer Control	$129.99
M-Audio	Torq Xponent	Torq Xponent is a cutting-edge performance system that brings professional-grade control to the world of the computer-based DJ. Engineered by M-Audio's SynchroScience Design Group, the package includes the Torq DJ software that's revolutionizing digital DJing and the Xponent hardware control surface that puts all that power right at your fingertips. With full-size tactile controls, an integrated USB audio interface and intuitive MIDI-learn capabilities, Torq Xponent bridges the gap between traditional DJ hardware and today's powerful performance software once and for all. This completely integrated system combines the features of a standard two-ch DJ mixer with the controls of a pair of DJ CD players, letting you cue, mix and scratch digital files without touching the host computer.	$749.95
M-Audio	X-Session Pro	The X-Session Pro USB MIDI controller is the easiest way to bring traditional DJ mixer-style control to the world of computer DJing and live performance. With a single USB connection, you get dedicated tactile controls for volume, pitch, EQ, cueing, transport and a crossfader. As a class-compliant USB MIDI controller, you can use it to control Torq LE DJ software, as well as the full version of Torq, Ableton Live, Traktor DJ Studio or any application that supports MIDI Learn. Start bringing DJ-inspired crossfades and filter sweeps into your live performances and studio productions right away.	$129.95
Novation	XioSynth	Novation’s newest synth, the XioSynth is an integrated synthesizer, audio interface, and MIDI controller. Features include a mono-timbral Novation synth engine with 8-voice polyphony, 3 oscillators, 1 Filter, 2 LFOs, an arpeggiator and a multi-effects board. The XioSynth also boasts the b	$549.99
Numark	DDS80	DDS80 blends a familiar professional DJ CD player with new media formats and devices. The CD player features convenient USB ports for connection of modern media devices such as thumb and hard drives, iPods, MP3 players; and an included 80GB removable/upgradeable hard drive stores a limitless library of music. DDS80's unique blend of media with a high definition color screen and Numark's intuitive Crate music management software give the mobile DJ incomparable visual control of their music. Carefully crafted around the way DJs work and play, DDS80 takes the questions out of mixing media formats and puts the answers back in the hands of the DJ.	$1,199.00
Numark	HDCD1 Dual CD/MP3 Player	The HDCD1 is a rack-mountable dual CD player with built-in hard drive, capable of storing an entire DJ collection. MP3s and uncompressed audio files can be ripped from CD, transferred from computer over USB, or recorded through analog inputs. Two jumbo displays allow easy navigation for creatio	$1,499.95
Numark	HDMIX	HDMIX gives you everything you need to DJ anywhere. Just add a pair of powered speakers or patch into the house PA, and HDMIX puts everything at your fingertips in a single, rugged console. Built around Numark's expertise in designing and manufacturing the world's best DJ mixers, HDMIX has all of the features a professional DJ needs to command their entire performances. But HDMIX isn't simply a DJ mixer: it's also a CD player and hard drive media player with standard controls. It's also an iPod and USB-device mixing station. It's a powerhouse performance tool that plays MP3 and other digital files from a wide variety of sources.	$999.00

DIGITAL MEDIA CONTROLLERS

MFGR.	PRODUCT	DESCRIPTION	PRICE
Numark	iDJ	The iDJ is a 2–ch mixer that enables mobile DJs and iPod enthusiasts to seamlessly integrate their portable music libraries with other music, video and sound reinforcement systems; thus transforming the iPod from a personal music player into a source playback device. The iDJ's compact form factor, comprehensive feature set, and onboard controls allow you to manipulate content on any 3rd generation or newer iPod while never leaving the mixer control surface. The iDJ's backlit blue–on–white design blends perfectly with the iPod, makes the music more accessible and helps you to make the party better than ever.	$149.00
Numark	iDJ2	iDJ2 is the only iPod mixing console that provides full control of your music with a stunning color screen and Numark's exclusive Crate operating system. All you need is this compact system and an iPod, thumb drive, or USB hard drive to perform with thousands of tracks. It includes professional features like balanced outputs, seamless looping, full cueing, fader start and Keylock, which ensures that DJs can easily change tempo without affecting pitch. The iDJ2 features an innovative new iPod docking system that allows users to play and mix two songs simultaneously from a single iPod without the need of a computer. Users can also hook up multiple mass storage devices through rear panel USB ports. In addition to USB connectivity, the iDJ2 comes complete with line inputs for audio sources including a microphone, CD players and turntables.	$649.95
Numark	MixMesiter Control	Only control surface designed for MixMeister Fusion Live software. You don't have to worry about making perfect song transitions and aligning loops; MixMeister can do the technical work for you so you can interact with your music—and your audience.	$299.00
Numark	NS7	Designed by Numark in collaboration with Serato, NS7 represents the pinnacle of DJ performance control. NS7 combines an all-metal chassis with adjustable torque, motorized aluminum turntable platters, real vinyl and a professional audio interface to deliver a complete performance solution. A full complement of premium faders, knobs, buttons and our new Strip Search needle drop control integrates seamlessly with the included Serato ITCH software. NS7 delivers hands-on control of every aspect of Serato ITCH and sends data to the software at twice the standard MIDI resolution, resulting in a rock-solid hardware/software DJ system that works with Mac or PC and feels as good as it looks.	$1,299.00
Numark	OMNI CONTROL	OMNI CONTROL contains everything you need to plug into any club's house PA and perform. This high-quality, heavyweight, rugged DJ device is not only a hardware controller for performing with the included Traktor 3 LE and MixMeister Fusion Live software; it also houses a professional digital-audio interface to feed your headphones and the sound system. OMNI CONTROL enables you to carry less and do more.	$349.00
PCDJ - Digital One Audio	DAC-2	The DAC-2 (Digital Audio Controller) is a pro-grade 2U hardware control unit was one of the first to bridge gap between traditional and digital DJing. The DAC-2 weighs only 6lbs and plugs straight into your PC or Laptop by USB port or you can mount it into your existing system. Plug in the DAC-	$299.95
PCDJ - Digital One Audio	DAC-3		$499.95
Pioneer ProDJ	DJS	Pioneer's DJS software was designed for professional and amateur DJs to enable full-scale DJ play on a PC. The software offers the same playability and functionality as the company's Pro DJ products, using a PC instead of two CDJ turntables and a DJ mixer.	$199.00
Pioneer ProDJ	MEP-7000	The MEP-7000 is perfect for the mobile DJ who doesn't have much space to work in and wants access to a wide variety of media. Offering the same basic functions and operations as the CDJ series, the MEP-7000 reads CD/CD-ROM/DVD-ROM as well as USB media.	$2,099.00
Pioneer ProDJ	SEP-C1	The SEP-C1 is a dual MP3 DJ controller that controls playback of MP3 music files stored within your PC. This player achieves full-scale DJ performance with CDJ operability, but without the use of a mouse or keyboard.	$1,200.00
Roland Corporation U.S.	Edirol PCR-300 USB MIDI Keyboard Controller	Setting New Standards in Portable MIDI Control	$299.00
Roland Corporation U.S.	Edirol PCR-500 USB MIDI Keyboard Controller	In addition to providing more physical controls than previous models, the PCR-500 also offers new innovative and intuitive controls. This controller is solidly built, and optimized for both music production and live performance.	$349.00
Roland Corporation U.S.	Edirol PCR-800 USB MIDI Keyboard Controller	Setting New Standards in Portable MIDI Control	$429.00
Vestax	Vestax VCI-100	The VCI-100 is a highly professional MIDI controller that has two jog wheels built with sensor and control technology straight from our turntables.	$499.99
Vestax	Vestax VCI-300	The VCI-300 is a dedicated USB MIDI controller for the included Serato DJ software. It also comes with a built in audio interface with standard 4in/4out and headphone connection, which means all you need for DJing is the VCI-300, a laptop and a set of headphones.	$899.99

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The Pioneer Perspective PART 1

Discussing the development of a DJ gear leader with Karl Detken and Davey Dave

By Ryan Burger

If you are a regular attendee at the Mobile Beat conferences, you no doubt have seen or even met Karl Detken and Davey Dave, the faces of Pioneer Pro DJ on the tradeshow floor. Karl, who has been with the company for 16 years, is Director of Product Planning and Artist Relations for Pioneer Pro DJ, while Dave came to Pioneer three years ago, after stints with a number of other DJ gear manufacturers, to fill the position of Senior Manager for Marketing.

Mobile Beat publisher Ryan Burger sat down with these two product specialists—to talk about how Pioneer fits into the big picture of the mobile DJ world and how the company continues to lead in producing high-end equipment for discerning DJs, among other things…

RB: How did you both get into this business™ From what I remember, you guys were both DJs before you got in, right™

KD: Yeah, that information is completely wrong, Ryan. I was actually not a DJ—when I came to Pioneer in 1992.

DD: I was a scuba instructor as well.

KD: He was a Jello scuba instructor, which was a specialized field…Anyway, I was in music in a touring kind of original band, and discovered Pioneer's open position for, at that time, their karaoke products division. They needed somebody that would be licensing music and programming their music and getting it pressed—at that time, on Laser Disc. Since I came from a musical background, I took the job, and have been here since…By the way, he was kidding about the scuba instructor thing.

DD: So, I started out with Pioneer three years ago. Before that I'd been DJing since 1983. I discovered Pioneer when I first saw the CDJ-700 players and DJ-500 back in 1998, I think it was. Since then, I knew I wanted to work for this company because I knew they were the best,


Karl Detken

but I didn't know how to get to them. So I basically hounded and harassed and stalked Karl at every show from about 1999 up until three years ago and begged him for a job. And I'm not even joking about that.

I always knew Pioneer was the leader and I wanted to work with them. I worked for previous companies in the electronic industry, and finally three years got to hook up with Pioneer.

RB: Back to you, Karl. I originally met you when you were "Karaoke Karl." I had just assumed you had come from within and then moved into Pioneer, but it seems I got it backwards.

KD: Yeah, a little bit backwards. First of all, I'll tell you how the name came about. I started with Pioneer in '92, worked on the karaoke product. About '95 or '96, my then-Japanese boss said, please go do karaoke and learn about the industry better—and I thought that was a great idea.


Davey Dave

So I went and I found a local bar and I said, hey, I'll do your karaoke for $50 a night. And at that time, I thought, wow, that's great; pay for my beer and have a good time singing. And after a while I just got to loving the industry and the product. And it also helped me in the development of our songs and selection of our songs.

The "Karaoke Karl" name came about somewhere about 1997 or '98. At that time, I had been involved in product placement in a lot of movies—*My Best Friend's Wedding, Frasier*—TV and movies that would use our karaoke for a certain karaoke scene. There was a movie being done by Sony Pictures at the time with Gwyneth Paltrow and Brad Pitt called *Duets*, and they had called me in to do a script reading and make sure it was accurate and realistic, which I did. They found out I was doing karaoke at a local club every Thursday night. They came down, unbeknownst to me—the producers: One of them being Bruce Paltrow, who is Gwyneth's father, and Kevin Jones. They came down and said, "How would you like to be in the movie™ We'd actually like to add realistic guys that are doing it." I said, "Well, let me check my schedule; Gwyneth who™" Of course I said "Yes!" And that's how the name came, because that was my name in the particular film—Karaoke Karl.

RB: And Davey, I know you're very active…in the club/DJ community…

DD: Yeah, I'm still an active DJ. I play in a two-man group called UberZone, and we pretty much tour around the world. We hit various countries throughout the year: Australia, a couple times of year, various places in Europe, Japan, Korea, all over. So I'm still very active in the club scene, definitely.

RB: Okay. We've heard how each of you guys got here. How about Pioneer™ Tell us more about how Pioneer made the move from karaoke players, those big Laser Discs and all the stuff like that, into what is now top professional gear™

KD: Well, Pioneer has actually been around since 1938. They started off as a speaker company in Japan, and moved into hi-fi and car audio products in the '60s and '70s; probably became a world brand somewhere around that time as well.

They introduced the first car cassette player, the first car CD player, and a bunch of other firsts; plasmas and all these different things. But like you said, we were in karaoke. We actually brought karaoke to the United States—

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which we apologize to everyone publicly right now for bringing that craziness—in '88. About 1993 or so, one of the things that we noticed is that many wedding DJs were using our karaoke for their weddings and bar things, and so we started looking at the DJ industry a little bit closer and seeing what products we could evolve into that might lend themselves to being strong in a DJ marketplace.

We decided to develop a DJ CD player, kind of a tabletop. A lot of people think it was the first tabletop ever released, but it actually wasn't, because 10 or 15 years prior, Technics had made an attempt to release a tabletop CD player, but it didn't have very good pitch and instant start wasn't available back then, so it didn't do very well. We were actually the second guys to actually develop this tabletop CD player with a large jog dial on the top, kind of emulating a turntable. It was the first looping player with seamless loop. There were many looping players that had a little bit of a delay, but it was the first truly seamless looping player. First player with something called Master Tempo, which kept the key of the music while the speed went up and down.

So it had a lot of firsts, and we entered that market in 1995—January of 1995 at the NAMM show, we introduced that product. We did fairly well with it because it was a new technology. And at that time it was funny because we were still kind of committed to karaoke, this particular DJ tabletop CD player also had a karaoke output. So it would play CD-G discs as well. And after that we discontinued the CD-G because we started focusing just primarily on DJs and club DJs and mobile DJs.

And basically that was the first five years of releasing mixers and different CDJ units. About 2000, 2001, I think we revolutionized the world by introducing the CDJ-1000, which was the first realistic scratch-emulating CD player. It has become the standard in the world. We sold our millionth CDJ last December, and it's quite an accomplishment for Pioneer that we're very proud of. And our mixers are also very much a standard in the nightclub and a lot of the mobile DJ industry. MB



For the rest of this interview, don't miss the January 2009 issue of MobileBeat, or go to www.mobilebeat.com for a complete, unedited transcript or audio file.

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www.dmxsoft.com



DMX CONTROL - HARDWARE

MFGR	PRODUCT	DESCRIPTION	CHS	FADERS	TYPES	BACKUP	WAR.	PRICE
American DJ	DMX Operator Pro	Hybrid controller: Moving Light and Par Can controller all in one. 136 DMX chs (128 chs for moving lights and 8 chs for Par Cans). 8 fixtures up to 16 chs each. 96 programmable Scenes. 8 programmable Shows.	99+	5-8	Intelligent / Dimmer-Relay	Memory Cared / Other	1 yr	$439.95
American DJ	DMX-16SW System	Includes DMX-16SW, 2 DP-415, 25ft. DMX cable, and 10ft DMX cable.	1-16	1-4	Solutions	Other	30 days	$419.95
American DJ	FC-400	A 4-way foot controller with 16 built-progs, DMX Output, Midi Output, and Audio Input.	1-16	1-4	Solutions	None	1 yr	$279.95
American DJ	Magic 260	19" rack mount DMX controller perfect for clubs and pro DJs. With 260 DMX chs, the Magic 260 can control up to 48 DMX-compatible moving lights. It can store up to 24 x 48 scenes and 264 shows. It comes equipped with a large library of pre-installed profiles for Elation, American DJ and other fixtures Non-DMX lights can be connected to a power pack, connected, and triggered via four aux switches.	99+	1-4	Intelligent	USB	1 yr	$799.95
American DJ	SCD-6	Simple 6-ch DMX Controller, master dimmer fader.	1-16	5-8	Dimmer-Relay	None	30 days	$79.95

DMX CONTROL - HARDWARE

MFGR	PRODUCT	DESCRIPTION	CHS	FADERS	TYPES	BACKUP	WAR.	PRICE
American DJ	Stage Desk 16	DMX-512 Dimmer Console, with 16 user progs and 8 built-in progs.	1-16	9-16	Dimmer-Relay	Other	1 yr	$319.95
Chauvet	D-Fi™ Wireless DMX	Transmit/receive up to 512-DMX chs wirelessly. Use with any universal DMX-512 controller. 2 user-selectable frequencies (915MHz/916MHz). Durable, extruded aluminum casing. Selectable transmitter and receiver. Self-contained unit with no setup required.	99+	37+	All	None	2 yr	$499.99
Chauvet	DMX-44 Controller	Universal DMX-512 controller. Controls up to 12 intelligent lights. 192 DMX chs of control. 30 banks of 8 scenes, 240 scenes in total. Beat-activation, tap sync, auto run. 6 sets of chases containing 240 scenes. MIDI compatible.	1-16	5-8	Intelligent	None	2 yr	$149.99
Chauvet	DMX-55 Controller	Universal DMX-512 controller. Controls up to 12 intelligent lights. 30 banks of 8 scenes, 240 scenes in total. 192 DMX chs of control. Beat-activation, tap sync, auto run. 6 sets of chases containing 240 scenes. MIDI compatible.	1-16	5-8	Intelligent	None	2 yr	$199.99
Chauvet	DMX-7 Controller	Universal DMX-512 controller. Controls up to 8, 12-ch fixtures. 96 DMX chs of control. Beat-activation and auto run. 8 sets of chases containing 60 scenes. Sequential linking chases. Fog & strobe control buttons.	1-16	5-8	Intelligent	None	2 yr	$149.99
Chauvet	DMX-70 Controller	Universal DMX-512 controller, Controls up to 12 intelligent lights of up to 32 chs each	99+	9-16	Intelligent	None	2 yr	$199.99
Chauvet	Obey™ 10	New rack mount controller for up to 8, 16 ch fixtures.	99+	5-8	Intelligent	None	2 yr	$89.99
Chauvet	Obey™ 40	New rack mount or tabletop controller for up to 12, 16 ch fixtures.	99+	5-8	Intelligent	None	2 yr	$119.99
Chauvet	PRO-D6	6-ch DMX-512 dimmer/switch	1-16	1-4	Dimmer-Relay	None	2 yr	$399.99
Chauvet	Stage Designer 24	DMX-512 console. 24 DMX chs, 48 progs, 4 pages of 48 scenes, 4,200 steps, 24 sliders. Fog & strobe control buttons. Mix and match chases. Override chases on the fly. Beat-activation, tap sync.	17-32	1-4	Dimmer-Relay	None	2 yr	$249.99
Chauvet	Stage Designer 48	DMX-512 dimming console. 48 DMX chs, 48 progs, 4,200 steps 48 sliders. Fog & strobe control buttons. Mix and match chases. Override chases on the fly. Beat-activation, tap sync, auto run, MIDI in/out .	17-32	1-4	Dimmer-Relay	None	2 yr	$429.99
Chauvet	Stage Designer 50	New Rack mount or tabletop dimming controller for up 48 chs of control.	33-49	25-36	Conventional-Stage	None	2 yr	$199.99
Chauvet	Stage Dimmer 12	12-ch DMX-512 dimmer/switch. Each ch individually DMX addressable. 12 built-in beat-activated progs (stand-alone). 10-amp circuit breaker in each ch.	1-16	1-4	Intelligent	None	2 yr	$1,099.99
Chauvet	Stage Dimmer 6	6-ch DMX-512 dimmer/switch. Each ch individually DMX addressable. 12 built-in beat-activated progs (stand-alone). 10-amp circuit breaker in each ch. Set preheat voltage to individual ch or all.	1-16	1-4	Dimmer-Relay	None	2 yr	$449.99
Chauvet	Stage Wash Controller Pack	Color wash control of Stage Wash 950, 1550 & 1800. 1x 33ft (10m) 5-pin XLR cable)	1-16	1-4	Dimmer-Relay	None	2 yr	$39.99
Chauvet	Stage 4	Non-programmable 1650-watt sound-activated controller with 4 dimmer faders for manual control. Auto & sound chase, 16-pattern progs to sound or auto, flash, full on and blackout, speed control.	1-16	1-4	Conventional-Stage	None	1 yr	$69.99
Elation Professional	DMX Operator Pro	See above under American DJ	99+	5-8	Dimmer-Relay	Other	1 yr	$439.95

DMX CONTROL - HARDWARE

MFGR	PRODUCT	DESCRIPTION	CHS	FADERS	TYPES	BACKUP	WAR.	PRICE
Elation Professional	DMX Programmer	Convenient features like a joystick and compact flash card slot. This affordable 64-ch DMX controller can operate up to 8 intelligent fixtures (maximum 8 DMX chs), assigning any to the joystick.	49-64	1-4	Intelligent	Other	1 yr	$239.95
Elation Professional	DP-640 B	6-ch hybrid pack with dual 20A Edison sockets per ch.	1-16	1-4	Dimmer-Relay	None	2 yr	$599.95
Elation Professional	EWDMXR	Wireless DMX Reciever	1-16	1-4	Intelligent	None	2 yr	$599.95
Elation Professional	EWDMXT	Wireless DMX Transmitter	1-16	1-4	Intelligent	None	30 days	$799.95
Elation Professional	Magic 260	See above under American DJ	99+	1-4	Intelligent	USB	1 yr	$799.95
Elation Professional	RMD 620	6 ch Digital Dimmer Pack	1-16	1-4	Solutions	Other	2 yr	$999.95
Elation Professional	Show Designer 1	Pan/Tilt Joystick. Tabletop Style with removable rubber rails for19" rackmounting. Control a wide variety of DMX intelligent lighting fixtures.	99+	5-8	Intelligent	Other	1 yr	$1,199.95
Elation Professional	Show Designer 3	Universal DMX controller. Compact Flash drive makes backing up progs, adding fixture profiles and software updates a snap.	99+	5-8	Intelligent	Memroy Card / Other	2 yr	$3,999.95
Event Lighting Solutions / ColorMaker	Color Cue Controller	LED Lighting Control with the all new Color Cue controller. 16 pre-set colors.	1-16	1-4	Intelligent	None	1 yr	$450.00
Irradiant ®	DJ 12-DMX	12-Channel DMX Controller, 16 chs each	99+	5-8	Intelligent	None	1 yr	$199.95
Irradiant ®	DMX Distro 4	4-Way DMX Distributor, 1 Input and 4 Outputs	1-16	1-4	Intelligent	None	1 yr	$119.95
Irradiant ®	FS Combo	SRC-249+249P	1-16	1-4	Intelligent	None	30 days	$179.95
MBT Lighting	CX1203 Dimming Controller	12 Dimming chs plus one master. 12 scenes - each scene can be any combination on the 12 chs. Chase 1-4, 5-8, 9-12 preset or chase through 8 scenes. Blackout button. 12 ch flash buttons. Includes 12V power supply. 3 pin XLR output.	1-16	9-16	Conventional-Stage	None	1 yr	$449.00
MBT Lighting	CX1603 Dimming Controller	DMX512 controller with 16 chs: 8 with dimming faders and 8 on/off latch buttons. 16 "Bump" flash buttons. 30 pre-prog chase patts. Chases to speed control or to audio with tap/sync mode. Master level slider. Includes remoter footswitch with full-on, standby, pattern-up.	1-16	5-8	Conventional-Stage	None	1 yr	$319.00
MBT Lighting	CX403 Dimming Controller	4 dimming ch plus one master. 4 scenes: each scene can be any combination on the 4 chs. XLR output. Chasing function: 3 factory preset patts or chase through 4 scenes. 4 ch flash buttons.	1-16	1-4	Conventional-Stage	None	1 yr	$229.00
MBT Lighting	CX803A Dimming Controller	12 dimming ch plus one master. 8 scenes: each scene can be any combination on the eight chs. 3 pin XLR output. Chase 1-4 and 5-8 preset or chase through 8 scenes. Blackout button. Program button for chase direction change or for scene setting.	1-16	5-8	Conventional-Stage	None	1 yr	$319.00
MBT Lighting	DMX2X4 Dimmer Pack	DMX512 dimming with 2 outlets per ch. Can act as a stand alone chaser with 16 pre-prog chase patts. 3-Pin XLR connections for linking to DMX controller or other packs. Load rating: 10 amp max per ch, 15 amp max total.	1-16	1-4	Dimmer-Relay	None	1 yr	$179.00
MBT Lighting	DX401 Dimmer Pack	4-ch pack features 2 inputs per ch. Load rating: 10 amp per ch, 30 amps max total entire unit. Dual power cords allow for max load of 15 amps chs 1+2, 15 amps chs 3+4. 10 amp circuit breaker for each ch. 256 step dimming resolution.	1-16	1-4	Dimmer-Relay	None	1 yr	$379.00
MBT Lighting	DX404 Dimmer Pack	4-ch pack features one output (plug-in) per ch: 4 total. Load rating: 6 amp per ch, 15 amp max entire unit. DMX start address setting with LED display. 256 step dimming resolution. 4-ch test buttons. 3-pin XLR input/output.	1-16	1-4	Dimmer-Relay	None	1 yr	$199.00

DMX Control The Hard and the Soft of It



Whatever the size of your light show, there's a controller for you

By Bret Agard and Jake Feldman

While computers and audio/video playback software get most of the attention these days (due to the constant flow of new progs, no doubt), controlling your lighting via the digital DMX protocol is also becoming easier to accomplish these days, thanks to developments in both hardware and software controllers. Here are some quick tips for choosing a system that's right for you.

DMX HARDWARE

When shopping for a DMX controller in the hardware form, it is important, just as it is in other areas of equipment shopping, to think about the intended function. If you have more than four fixtures to be hooked up, or if you want to save more than a few chases or scenes, then you will need to look for a controller that provides you with multiple "pages" or "banks" of pre-made and/or user-defined progs that are easily accessible and storable.

Along with that, always consider the possibility of adding fixtures to your light show when shopping for controllers. Forward thinking is essential when dealing with lighting consoles, as it allows you to upgrade your lights without constantly having to upgrade your controller. And maybe more importantly, having a unit that can grow with your system will save you time when updating and saving lighting sequences.

A relatively new (and immediately popular) feature available on many DMX hardware controllers, is the addition of a USB port for flash drive use. This allows the user to create scenes or chases on a computer or another compatible controller and then transfer them for performance using a different controller. This kind of feature is recommended for DJs who perform at a diverse selection of events but use the same controller. Not only does it make scenes easier to call up, but it also creates a fresh contrast of differentiating light shows for different events.

Price is a criterion that should fall well below function and performance on the list of priorities in choosing a hardware DMX controller. A controller is an investment that will last for years with proper forward thinking, while a shoddy light show with an inexpensive controller can be embarrassing, and even detrimental to your entertainment reputation.

Think about size and weight, in relation to your overall setup. Also think about user-friendliness. Make sure you feel certain that you can master programming with the unit under consideration. You probably won't understand all its ins and outs at first glance, but you should be able to develop confidence in programming relatively quickly. Don't be afraid to ask questions about how to use the controller!

Although there are many pros and cons that can be identified when weighing the differences between hardware and software controllers, to most performers, the situation will boil down to preference—meaning that some functions and results may be easier for some to achieve on computer software while others feel more comfortable (have more fun™) playing with faders and buttons.

Whatever the case may be—be sure to realize that quality DMX light show will add showmanship to your entertainment presentation and will also differentiate you from your competition.

DMX SOFTWARE

When looking at controller software to run your DMX fixtures, remember that it does not take a lot of power to run the software itself. It is, however, better to run any software on a separate machine than the one you are DJing with. When looking at DMX software, consider the ease of use with the technical level you have. Some DMX software is very simple to use, while other progs are much more advanced and have a big learning curve. With any of the software out there, most have pre-loaded DMX settings for many lighting fixtures out there. This saves you a lot of time setting up and programming fixtures.

Most companies do not charge you to download and play with the lighting software that they offer. What they charge you for is a small hardware interface that you plug into your computer to send the software's output to your lights. Take advantage of the free software trials to see what fits you the best in your needs.

An important feature that should be in software that you consider is a good 3D visualization component. This allows you to set up a virtual room, place your lights where they would go, and then as you program your show, it will show you how the lighting will move around the room.

There are many different extra features that different progs offer, from timeline creation of light shows, to lighting programmed for a particular song. Figure out what you want to do with the software and that will help you find the best program for you. MB

DMX CONTROL - HARDWARE

MFGR	PRODUCT	DESCRIPTION	CHS	FADERS	TYPES	BACKUP	WAR.	PRICE
MBT Lighting	SCX101 Foot Controller	Convenient foot operation. Up to 16 chs, 16 scenes, 16 chase patts. Full dimming capability.	1-16	1-4	Conventional-Stage	None	1 yr	$338.00
TriceraSoft	DMX Control Module	Each DMX Module can handle 64 chs in a combination of fixtures. Each Module addressable to accomadate 57800 universes. Use any Swift product or SCRAM Control 1.0 with the DMX live bank, Extended Scenes, or Active Scenes.	49-64	1-4	Intelligent	None	30 days	$90.00
TriceraSoft	Relay Control Module	Controls a standard Relay Pack such as the RP-8 through the DB9 interface. Use Swift or SCRAM Control products to control each or all chs. Module also includes Special Modes, Single and Multi Chase.	1-16	1-4	Dimmer-Relay	None	30 days	$124.95
TriceraSoft	Triac Control Module	Controls LC-100 Co-Pilot Head Units. Remove your Co-Pilot control head and interface this module to make it come alive. Use Swift or SCRAM Control products to control each.	1-16	1-4	Dimmer-Relay	None	30 days	$124.95

DMX CONTROL - SOFTWARE

MFGR	PRODUCT	DESCRIPTION	PRICE
American DJ	myDMX	Easy-to-use DMX software for PC, with 512 DMX chs and a library of 2000 profiles that can be easily updated.	$399.95
Chauvet	Chauvet ShowXpress	ShowXpress provides the ultimate solution for lighting control. It offers the possibility of direct user control, from simple par cans to the most complex moving lights. All you need is a PC and the ShowXpress software. Use your PC to build and control your own lighting show!	N/S
DMXSoft	Daslight Virtual Controller 2 512	Package content: 1 Software installation CD-ROM in multi-language + USB/DMX intelligent interface (512 OUT and 512 IN or 2x512 OUT, XLR3, HE10) + USB cable + User manual	$549.00
DMXSoft	LumiDesk Live	Basic USB-DMX 512 chs interface, software, USB cable. Works with LumiDesk in Live version (no Stand Alone memory, no DMX input, no MIDI input, no ports, 3D visualization in LIMITED mode)	$399.00
DMXSoft	Sunlite Suite - Basic	Basic USB-DMX 512 chs interface, CD with manual and software, USB cable. Works with Sunlite Suite in Economy Class (no stand alone memory, no DMX Input, no Ethernet Output, no Ports, no Clock)	$449.00
DMXSoft	SUNLITE SUITE - Economy Class	DMX IN/OUT, manual, software, USB cable. Works with Easy Stand Alone and Sunlite Suite in Economy Class with 2 ethernet universes.	$699.00
Martin Peofessional	Light Jockey 2™	A flexible, easy to use Windows-based controller that is available with a single Universal USB-DMX Interface. Recognized as the most intuitive controller on the market today. At the heart of LightJockey 2.7.8 is the Solid Beam Virtual Visualizer, a high-quality visualization simulator capable of creating realistic 3D beams. It interfaces with WinampTM to play digital audio files. It also supports SMPTE and MIDI timecode with a suitable interface. LightJockey Manager is a free add-on for scheduling and remote control, which also connects to the LED-Trix plug-in to facilitate the programming of color mixing fixtures, such as LED-based lighting fixtures.	N/S
PCDJ - Digital One Audio	PCDJ DMX	PCDJ DMX is the complete light control solution for the professional DJ or nightclub in the most demanding conditions. The DMX light controller is a powerful, yet easy-to-use software and hardware package that delivers you the features to control, program, sequence, and perform with any DMX-compatible lighting fixture. Set and perform amazing sequences with moving lights, par cans, lasers, hazers, media servers, and more. With PCDJ, you can DJ, VJ, and Light Jockey at the same time!	$399.00
TriceraSoft	SCRAM Control	SCRAM Control is a stanalone product for controlling SCRAM Control Modules. Control DMX, Triac, and Relay modules chained together and command them with the same level of expertise as with any of the Swift line of products.	$59.95

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FEATURED PRODUCTS

AMERICAN DJ

Accu Spot 250 Hybrid

Hybrid Moving Head fusing Discharge and LED lamp sources for an exciting and energetic effect. Features: RDMX Remote DMX addressing (Change DMX values remotely from any DMX console); gobo scroll mode; 4-button menu system making it easy to navigate; auto X-Y repositioning; 9 colors + white; 7 rotating gobos + spot; 11 DMX Channels; and much more. Street Price : $1399.95

www.americandj.com



CHAUVET

DerbyX™

The DerbyX™ offers huge area coverage in a small package. In a lightweight, modern housing, the unit looks as good as it performs! With DMX control the DerbyX™ offers tremendous flexibility. Also available are brackets to stack multiple units together to create an array of beams that will fill any room. Street Price : $119.99

www.chauvetlighting.com



ELATION PROFESSIONAL

Event Panel System

Ultra-bright color panel with 288 10mm LEDs (48 Red, 120 Green, & 120 Blue LEDs). Includes rechargeable battery pack so the unit can operator remotely without being connected to electricity (use battery pack or AC cable for power). Offers seamless RGB color mixing-infinite color possibilities. Street Price : $1099.95

www.elationlighting.com



LED LIGHTING

MFGR.	PRODUCT	DESCRIPTION	TYPE	DMX	PWR SUP	WAR.	PRICE
American DJ	64P LED Pro	The perfect solution to brilliantly light up any stage. Equipped with 181, 10mm LEDs for an ultra bright punch. Features DMX-512 and "LED Sync" which automatically syncs operation modes with other American DJ products that have LED Sync.	Par Can	Yes	Internal	1 yr	$399.95
American DJ	Accu LED MH	The Accu LED MH is a high powered moving head LED with sharp Red, Green, & Blue beams, with 9 DMX chs. Output is comparable to a 250W Halogen lamp.	Moving Yoke	Yes	Internal	1 yr	$999.95
American DJ	Accu Spot 250 Hybrid	A Hybrid Moving Head fusing Discharge and LED lamp sources resulting in an exciting and energetic effect, the Accu Spot 250 Hybrid also has RDMX, 7 rotating gobos + spot, and 9 colors + white.	Pin Spot	Yes	Internal	1 yr	$1,399.95
American DJ	Accu UFO	A unique moving head effect that features 32, red, green, blue and white bright razor sharp LED beams that twist, turn, strobe and pulse. DMX-ready or sound-active, with 7 built-in progs. Includes ADJ's "Smart Sense"—auto recognizes DMX or Master/slave mode.	Effect	Yes	Internal	3 yr	$1,199.95
American DJ	Color Shot	DMX-512 LED color strobe. 3 DMX ch, RGB color mixing. Sound active, built-in progs, LED Advantages: long life bulbs, low heat, low power consumption, no UV emissions.	Par Can	Yes	Internal	1 yr	$139.95

LED LIGHTING

MFGR.	PRODUCT	DESCRIPTION	TYPE	DMX	PWR SUP	WAR.	PRICE
American DJ	Dual Gem LED	Sound-active, LED Dual Lens Moonflower with sharp Red, Green & Blue high output colored beams	Moving Mirror	No	Internal	1 yr	$179.95
American DJ	Electra LED	Using LED Technology and a special glass optical system this American DJ LED Moonflower effect produces sharp red, green and blue beams of light ™ a spectacular light show that could not be produced with traditional halogen Moonflowers.	Moving Mirror	No	Internal	3 yr	$159.95
American DJ	Electra LED DMX	Using LED Technology and a special glass optical system this American DJ LED Moonflower effect produces sharp red, green and blue beams of light - a spectacular light show that could not be produced with traditional halogen Moonflowers	Effect	Yes	Internal	3 yr	$199.95
American DJ	Globe Color	The Globe Color is a DMX Intelligent LED display fixture. This fixture is light weight and compact which makes it a great piece for most interior settings: retail stores, displays, architectural, interior decoration, and clubs.	Panel	Yes	Internal	1 yr	$199.95
American DJ	Jewel LED	Sound Active LED Moonflower with 46 sharp Red, Green & Blue high output colored beams (16 Red, 15 Green & 15 Blue)	Moving Mirror	No	Internal	3 yr	$129.95
American DJ	LED Cube	Linkable with other LED Cube Panel units™ DMX via LED Cube Controller ™ Optional clamps available ™ 60 x 60c RGB LED Panel ™ RGB Color Mixing with Swirl type effects using the LED Cube/C Controller (sold separately) .	Panel	Yes	Internal	1 yr	$499.95
American DJ	LED Matrix	The LED Matrix panel system is designed for the mobile DJ, and it is also great for Visual Lighting Shows without use of a fog machine.	Panel	Yes	External	1 yr	$999.95
American DJ	LED Messenger	Be the hit of the next party! Create stunning text graphics on the wall, ceiling or dance floor with the American DJ, LED Messenger. With the use of its own wireless remote or a computer keyboard (PS2 type - not included) users can type messages using the 192 built-in high output red, green and blue LEDs. The unit can also function as a high out LED moonflower effect in DMX or Sound Active modes.	Effect	Yes	Internal	1 yr	$439.95
American DJ	LED Vision	LED Moonflower with 26 large, sharp Red, Green & Blue high output colored beams	Moving Mirror	Yes	Internal	3 yr	$349.95
American DJ	Mega Bar LED	Ultra bright, indoor LED Color Bar with 252 10mm LEDs (48 Red, 108 Green, & 96 Blue LEDs), Great as an architectural wall wash or for performance stages where traditional stage lighting emit a lot of heat onto performers	Panel	Yes	Internal	3 yr	$599.99
American DJ	Mega Bar UV50	1.5 foot/.5 meter Black light bar utilizing long life ultraviolet (UV) LED technology	Panel	Yes	Internal	3 yr	$239.95
American DJ	Mega Panel LED	Ultra bright, indoor LED Color Panel with 288 10mm LEDs (48 Red, 120 Green, & 120 Blue LEDs) and 5 operation modes	Panel	Yes	Internal	3 yr	$499.95
American DJ	Mega Pixel LED	Ultra bright, 1-Meter indoor chasing LED effect color bar with bright red, green and blue LED banks of color chase, stroe and mix colors.	Panel	Yes	Internal	3 yr	$-
American DJ	MR RGB 12V	Durable and energy efficient, with 16 different colors.	Par Can	No	External	3 yr	$64.95
American DJ	Mystic LED	Using LED Technology and a special glass optical system this American DJ LED Moonflower effect produces sharp red, green and blue beams of light - a spectacular light show that could not be produced with traditional halogen Moonflowers.	Effect	Yes	Internal	3 yr	$239.95
American DJ	P36 Blinder RGB	Par 36 LED RGB wash effect utilizing 8 LED Cans™ Multi-Colors ™ RGB color mixing™ Color Strobe effect™ Electronic Dimming 0-100%™ Built-in Microphone (sound active mode)™ Direct DMX-512 connection™ 6 DMX Channels™ Manual focus of wash coverage area™ Includes hanging bracket.	Panel	Yes	Internal	1 yr	$799.95
American DJ	P36 LED	LED. Pinspot with RGB Color mixing™ DMX-512 protocol™ Very smooth projection on walls with rich palates of color created by mixing the Red, Green and Blue LEDs.	Pin Spot	Yes	Internal	1 yr	$159.95
American DJ	P64 Blinder RGB	Par 64 LED RGB wash effect utilizing 4 LED Cans ™ Multi-Colors - RGB color mixing ™ Color Strobe effect ™ Electronic Dimming 0-100% ™ 3 operational modes: DMX-512, master/slave or sound activation ™ Direct DMX-512 connection ™ 7 DMX Channels ™ Manual focus of wash coverage area.	Panel	Yes	Internal	1 yr	$999.95
American DJ	P64 LED	LED. Par Can with RGB Color mixing ™ 3 operational modes: DMX mode (6 DMX chs); Sound Activation; Auto Mode; RGB Mode (see user manual for more info on operational modes).	Par Can	Yes	Internal	1 yr	$279.95

LED LIGHTING

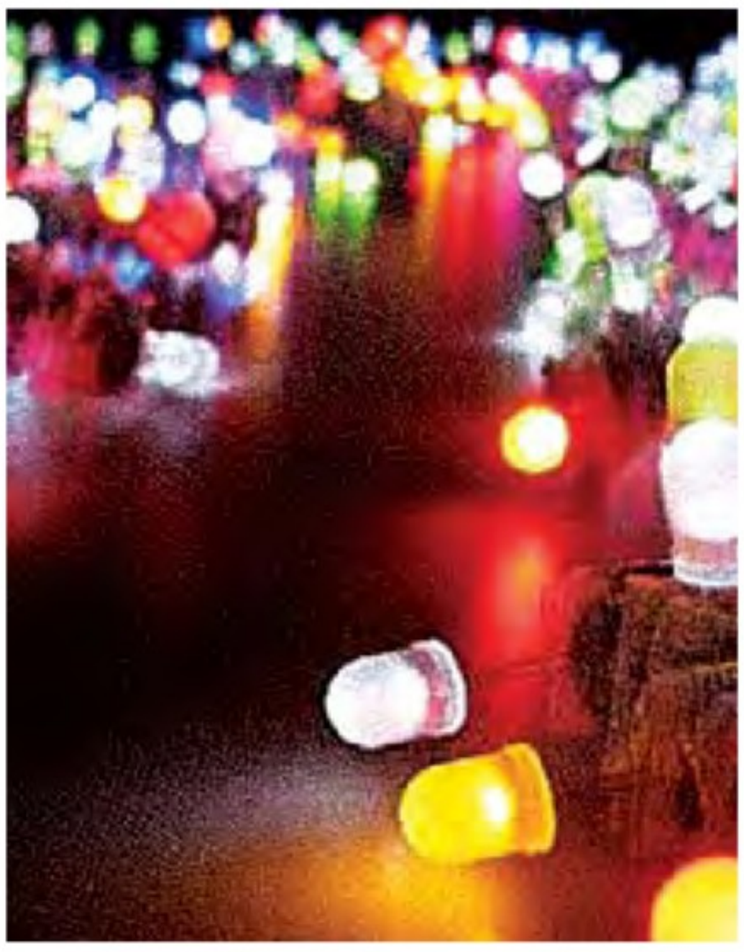
MFGR.	PRODUCT	DESCRIPTION	TYPE	DMX	PWR SUP	WAR.	PRICE
American DJ	P64 LED UV	LED. Par Can with ultraviolet spot. DMX-512, 3-ch,151 UV LEDs	Par Can	Yes	Internal	1 yr	$299.95
American DJ	P64 LED White	LED. Par Can™ DMX-512 protocol™ 3 Channel DMX (Strobe, Dimmer & Pulse)™ Emits extremely low heat or UV ™ great for performance stages where traditional par cans emit a lot of heat onto performers™ Includes hanging bracket™ Dimensions: 11.5™ (L).	Par Can	Yes	Internal	1 yr	$279.95
American DJ	Pearl LED Color	Using LED Technology and a special glass optical system this American DJ LED Moonflower effect produces bright multi-colored beams of light. With the use of one 3-Watt LED the Pearl LED Color produces beams similar to that of a 400W halogen lamp.	Moving Mirror	Yes	Internal	3 yr	$219.95
American DJ	Punch LED Pro	Brilliantly light up any stage. This unit is equipped with 252, 10mm LEDs for an ultra bright "punch" and features DMX-512 and "LED Sync" which automatically syncs operation modes with other American DJ products that have LED Sync.	Panel	Yes	Internal	1 yr	$399.99
American DJ	Quad Color	DMX Intelligent LED display fixture. Its compact and lightweight design is ideal for various settings: retail stores, displays, creating moods, architectural, interior/exterior decor, and clubs.	Panel	Yes	Internal	1 yr	$199.95
American DJ	Rack Color LED	Easy-to-use 19-inch LED Bar used to light up your DJ rack (24 LEDs) with color change, brightness & rainbow effect with pattern, speed and fade control	Tube	No	Internal	3 yr	$199.95
American DJ	Rainbow Tube II	Now with RGB color mixing and 0-100% dimming! (Operatiing from a DMX Controller). Easy-to-use high output, long life LED color tube with 144 LEDs (48 R, 48 G, 48 B). With DMX, RGB color mixing mode can mix 100s of colorful hues.	Tube	Yes	External	1 yr	$299.95
American DJ	Reflex LED	LED dual mirrored Moonflower with sharp Red, Green & Blue high output colored beams	Moving Mirror	No	Internal	3 yr	$219.95
American DJ	Reflex LED DMX	Using LED Technology and a special glass optical system this American DJ LED Moonflower effect produces sharp red, green and blue beams of light - a spectacular light show that could not be produced with traditional halogen Moonflowers.	Effect	Yes	Internal	3 yr	$279.95
American DJ	Revo II	LED DMX-512 Moonflower with sharp Red, Green, Blue & White Beams	Moving Mirror	Yes	External	3 yr	$259.95
American DJ	Revo III	LED DMX-512 Moonflower with sharp Red, Green, Blue & White Beams in 7 LED Clusters for a total of 392 LEDs	Moving Mirror	Yes	Internal	3 yr	$319.95
American DJ	Revo Scan LED	LED DMX-512 flat mirrored scanner with sharp Red, Green, Blue & White Beams	Moving Mirror	Yes	Internal	3 yr	$339.95
American DJ	Rover LED	LED Scanning Barrel Mirrored Moonflower with sharp Red, Green & Blue high output colored beams	Moving Mirror	No	Internal	3 yr	$159.95
American DJ	Saturn TRI LED System	Includes 4x Saturn Tri LED Fixtures, 1x American DJ UC-3 Controller, 3x 3-pin XLR linking cables	Effect	Yes	Internal	3 yr	$899.95
American DJ	Sparkle LED 3W	An LED moonflower utilizing one 3W LED, to create beams. Beams can rotate slowly or are static.	Effect	Yes	Internal	3 yr	$119.95
American DJ	Spectrum LED	LED Moonflower with 64 sharp Red, Green & Blue high output colored beams	Moving Mirror	Yes	Internal	3 yr	$199.99
American DJ	Starball LED	The Starball LED produces 34 crisp, bright white beams, similar to a mirrorball effect.	Effect	No	External	3 yr	$139.95
American DJ	Starball LED DMX	The Starball LED DMX produces 34 crisp, bright white beams, similar to a mirrorball effect, and is DMX compatable.	Effect	Yes	External	1 yr	$209.95
American DJ	Sunray LED	The Sunray LED produces 34 crisp, bright colored beams for an effect that is similar to a mirrorball.	Par Can	No	External	3 yr	$139.95
American DJ	Sunray LED DMX	The Sunray LED produces 34 crisp, bright colored beams for an effect that is similar to a mirrorball, and features 2 DMX chs: Dimmer/ Strobe and Rotation.	Effect	Yes	Internal	3 yr	$209.95
American DJ	X-Color LED	A high perfomance mobile DMX spot with a single 20W LED. Output is comparable to 250W Halogen Lamp	Pin Spot	Yes	Internal	1 yr	$399.95
American DJ	X-Move LED	20W white LED source crisp beam that will project gobos and solid colors. Light weight, small, for mobile DJ use.	Moving Yoke	Yes	Internal	30 days	$899.95
American DJ	X-Scan LED	A high performance mobile DMX Scanner with a single 20W LED, the X-Scan LED has 8 colors + white, and 8 rotating gobos + spot. It has 3 operational modes: DMX controller, Master/Slave and Sound Active, and an output comparable to a 250W Halogen.	Moving Mirror	Yes	Internal	1 yr	$559.95

Looking at New Lighting

Important considerations for building your lighting arsenal

By Robert Kuron

So you've decided to add a little more excitement to your entertainment package. A new or upgraded lighting system is your mission. Now what™ Where do you start™ Unfortunately, many will go straight to a budget or try to figure "the cheapest way out". I say, HOLD ON! Let's back up and look at your needs and goals first. Planning a bit before you buy will make you and your clients happier in the end.



When a new customer comes into the store, I ask a lot of questions before I show one light in action. I find that many customers know they want some cool lights to enhance their show, or to set them apart from the competition and increase bookings, but haven't really given much thought as to what they need.

HERE ARE A FEW QUESTIONS TO ASK YOURSELF THAT WILL HELP YOU MAKE A PURCHASING DECISION A LITTLE EASIER:

1 What are the majority of gigs you do™ Weddings™ Schools™ Corporate events™ Bars and clubs™ Or a mixture of all™ Weddings and corporate events may require a bit less bling than a school or club. If you do a mixture of gigs, you need a mixture of lights too.

2 Are you planning on using fog or haze at your events™

3 If you can't or won't use fog or haze, for what ever reason, you have just eliminated over half of your lighting choices. You just can't see many of the new LEDs or lasers without fog or haze in the air.

4 How much time do you want to dedicate to set up and tear down™

5 This is a real important question, the more lighting you own, the more of your time has to be dedicated before and after each event for set up and tear down.

6 How will you display your new lights/light show™ Stands™ Truss™ Or are you setting them on a table or the floor™

Transportation. Your new 15 foot, 12 inch box truss probably won't fit in your Honda Civic. Better think about limitations before you buy.

Most lights are relatively compact and light weight for transportation, but you still have to make room for them in your vehicle. You will want to make sure they are secure when driving and that nothing is going to crush them. I strongly suggest padded bags or cases to protect your new investment too.

Do you want to have more control of your lights or just set them and forget them™ Most lights don't need a controller to work, but it will give you more options if you do. My opinion here is there is no right answer. I know that DMX programming is a real hot topic but I say you don't HAVE to use a controller if the lighting effects offer a sound to light option, the choice is yours. This is also an option that can be added in the future with a little planning. If you plan on controlling, do you plan on using some of the newest software™ If so, a computer will have to be factored into your budget.

Power consumption of your light show is becoming less of a problem with the dawn of LED lights. But as of today, affordable, effective scanners and moving heads are still a work in progress. There is still a need for these effects and the need to be aware of the power draw your light show will have. Make sure your venue can support your light show and your sound systems' power needs.

Based on the answers to the above questions, a more educated budget can be decided.

Finally, keep a few things in mind; first, you don't have to buy everything at once. Every light fixture you purchase will add to your show. If you can't afford everything you want at once, don't worry, light shows are often works in progress, for some they constantly evolve. Second, no matter what you read, there is no such thing as "the best" looking light. Just like art, it is a matter of personal preference, so have fun with your choices and find the lights that suit your taste, needs, and budget. MB

LED LIGHTING

MFGR.	PRODUCT	DESCRIPTION	TYPE	DMX	PWR SUP	WAR.	PRICE
Chauvet	COLORado™ 1	9-ch DMX, high-power LED fitted wash light	Par Can	Yes	Internal	2 yr	$1,799.99
Chauvet	COLORado™ 3	12-ch DMX-512 LED bank system (with ID addressing) Separate DMX chs for red, green, blue, cyan, magenta, yellow and white Strobing Blackout/static/dimmer/strobe Separate RGB control over each individual pod RGB color mixing with our without DMX controller.	Par Can	Yes	Internal	2 yr	$999.99
Chauvet	COLORado™ 6	3, 9 or 12-ch DMX-512 LED bank system (with ID addressing)	Panel	Yes	Internal	2 yr	$2,499.99
Chauvet	COLORado™ Batten 80i	3, 4, 9, 12, 16, 60 or 80-ch DMX-512 LED bank system (with ID addressing)	Panel	Yes	Internal	2 yr	$3,999.99
Chauvet	COLORado™ Panel	3, 4 or 9-ch DMX-512 LED bank system (with ID addressing)	Panel	Yes	Internal	2 yr	$2,199.99
Chauvet	COLORbank™ LED	4 ch DMX-512 LED bank system; Blackout and static / flashing colors; RGB color mixing; Color fade; Automatic built-in progs with sound activation; 304 LEDs divided into 4 banks, 76 LEDs per bank.	Par Can	Yes	Internal	2 yr	$249.99
Chauvet	COLORdash™ Batten	An up to 12 ch LED linear wash perfect for wall washing, strip lighting or anywhere a little color is needed. Features 24 high power Red, Green and Blue LEDs.	Panel	Yes	Internal	2 yr	$399.99
Chauvet	COLORdash™ PAR	An up to 9 ch DMX controlled LED PAR can featuring 18, high power LEDs with removable barndoors and gel frame for added flexibility.	Par Can	Yes	Internal	2 yr	$299.99
Chauvet	COLORpalette™	6 to 27-ch DMX-512 LED bank system; Blackout / static / dimmer / strobe	Panel	Yes	Internal	2 yr	$229.99
Chauvet	COLORpalette™ II	6, 9, 15 or 27-ch DMX-512 LED panel	Panel	Yes	Internal	2 yr	$699.99
Chauvet	COLORstrip™	4-ch DMX LED fitted linear wash light	Panel	Yes	Internal	2 yr	$249.99
Chauvet	COLORtube™ 2.0	144 ultra bright LEDs: 48 red, 48 green, 48 blue diodes; Built-in stand alone progs; Color range: red, green, yellow, blue, purple, cyan, white; 22 patterns, chase, color flows with variations	Tube	No	Internal	1 yr	$179.99
Chauvet	COLORtube™ EQ	4 to 32-band LED audio spectrum visualizer, Individual tubes are addressable to any of the 32 frequencies 16 patterns, chases, color flows with variations plus blackout; Durable and weather resistant IP33 rated.	Tube	No	Internal	1 yr	$399.99
Chauvet	DerbyX™	LED powered effect with huge coverage area and individually controlled pods. Optional hardware available to stack multiple units. Compact and lightweight unique effect.	Effect	Yes	Internal	2 yr	$119.99
Chauvet	DJ Bank™	Compact, automatic LED powered chase light. Runs sound activated or in automatic modes with adjustable speed	Panel	No	Internal	1 yr	$69.99
Chauvet	Élan™	4-ch DMX LED fitted effect light	Par Can	Yes	Internal	2 yr	$179.99
Chauvet	J-Five™	LED fitted, sound activated effect light with ultra wide coverage.	Par Can	Yes	Internal	1 yr	$129.99
Chauvet	LED Shadow™	3-ch DMX-512 LED UV blacklight Blackout/static/dimmer/strobe; Built-in automatic progs via DMX Adjustable flash rate, dimmer and static in stand-alone via dipswitches Linkable with LED Techno Strobe™ & LED Techno Strobe™ RGB in stand-alone.	Panel	Yes	Internal	2 yr	$179.99
Chauvet	LED Techno Strobe™ RGB	6-ch DMX-512 LED strobe system Blackout/static/dimmer/strobe; Built-in automatic progs via DMX RGB color mixing with or without controller Adjustable flash rate, dimmer and static in stand-alone via dipswitches; Linkable with LED Techno Strobe™ & LED Shadow™.	Panel	Yes	Internal	2 yr	$179.99
Chauvet	LEDrain™ 36	2-ch DMX-512 LED narrow beam Blackout/static/dimmer/strobe Static/strobing via master/slaveADDITIONAL FEATURES Built-in automated progs via master/slave Low power consumption Linkable power (includes 5ft linking cable).	Par Can	Yes	Internal	2 yr	$79.99
Chauvet	LEDrain™ 38	7-ch DMX-512 LED narrow beam	Par Can	Yes	Internal	2 yr	$99.99
Chauvet	LEDrain™ 56	7-ch DMX-512 LED narrow beam; Blackout/static/dimmer/strobe Sound active or automatic mode; Static colors and RGB color mixing in master/slave mode via dip switches; speed control.	Par Can	Yes	Internal	2 yr	$139.99
Chauvet	LEDrain™ 64	7-ch DMX-512 LED narrow beam	Par Can	Yes	Internal	2 yr	$179.99
Chauvet	LEDsplash™ 196	LEDsplash 196LED-PAR196 ™ 7-ch DMX-512 LED washlight can™ 7 individually controlled LED circles produce a wide spectrum of colors™ 196 ultra bright LEDs: 85 red, 51 green, 60 blue diodes distributed into 7 concentric circles	Par Can	Yes	Internal	2 yr	$179.99
Chauvet	LEDsplash™ Jr.	LEDsplash JrLed Par 83 ™ 4-ch DMX-512 LED washlight can ™ 86 ultra bright LEDs:- 44 red, 21 green, 21 blue diodes ™ Blackout/dimmer/strobe ™ Individual control of red, green, and blue diodes ™ RGB color mixing	Par Can	Yes	Internal	2 yr	$79.99

LED LIGHTING

MFGR.	PRODUCT	DESCRIPTION	TYPE	DMX	PWR SUP	WAR.	PRICE
Chauvet	LEDsplash™ 2	6-ch DMX-512 high-power LED wash light	Par Can	Yes	Internal	2 yr	$399.99
Chauvet	LEDsplash™ 200B	6-ch DMX-512 LED washlight Blackout/strobing/dimming Selector switch for sound active or automatic progs Automatic built-in progs with sound activation and speed control Static colors and RGB color mixing in master/slave mode via dip switches.	Par Can	Yes	Internal	2 yr	$179.99
Chauvet	Legend™ 6500	High powered LED moving yoke wash. Features 90 high-power LEDs in Red, Green, Blue and White for ultimate control of color and long bright throws.	Moving Yoke	Yes	Internal	2 yr	$4,999.99
Chauvet	LX5™	LED fitted, sound activated moonflower.	Par Can	No	Internal	1 yr	$59.99
Chauvet	MiN Spot™	The world\'s smallest moving head spot fixture! 5 or 13 ch DMX control, 9 gobos + open, RGB color mixing.	Moving Yoke	Yes	Internal	2 yr	$449.99
Chauvet	MiN Wash™	CHAUVET\'S smallest moving yoke wash yet! 5 or 13-ch DMX, LED fitted wash featuring RGB color mixing.	Moving Yoke	Yes	Internal	2 yr	$449.99
Chauvet	Q-Wash™ LED	10-ch DMX-512 LED moving yoke color wash Pan: 540° / tilt: 270° RGB color mixing Variable electronic strobe Variable electronic dimmer (0 - 100%) Remote fixture reset and speed control chADDITIONAL FEATURES Extremely bright 1W LEDs Automatic pan & tilt correction.	Moving Yoke	Yes	Internal	2 yr	$599.99
Chauvet	Q-Wash™ LED-36	10-ch DMX-512 LED moving yoke color wash	Moving Yoke	Yes	Internal	2 yr	$1,099.99
Chauvet	Vue I™	6-ch DMX-512 LED moon flower Blackout/static/dimmer/strobe Individual control of red, green and blue colors Built-in automated progs via master/slave or DMX; Built-in sound activated progs via master/slave or DMX.	Par Can	Yes	Internal	2 yr	$89.99
Chauvet	Vue II™	6-ch DMX-512 LED moon flower Blackout/static/dimmer/strobe Static color in master/slave mode via dipswitches Individual control over red, blue and green colors; Built-in automated progs via master/slave.	Par Can	Yes	Internal	2 yr	$179.99
Chauvet	Vue III™	9-ch DMX-512 LED wide coverage moon flower Blackout/static/dimmer/strobe Individual control of each cluster of LEDs (7 Total) Built-in automated progs via master/slave or DMX Built-in sound activated progs via master/slave.	Par Can	Yes	Internal	2 yr	$229.99
Chauvet	Vue™ VI	6-ch DMX-512 rotating LED moon flower	Effect	Yes	Internal	2 yr	$249.99
Chauvet	Vue™1.1	Update on the very popular and ground-breaking Vue I, the Vue 1.1 features an all new, more funtional case design with the same great output and price.	Effect	Yes	Internal	1 yr	$89.99
Chauvet	Vue™2.1	The Vue 2.1 takes the Vue series to a new level with a new patten of effects and the added dimension of rotation. All this packed into a new sleeker case.	Effect	Yes	Internal	2 yr	$199.99
Chauvet	Vue™4.1	The newest member to the Vue family the Vue 4.1 adds a new effect pattern with the added dimension of rotation to the effect.	Effect	Yes	Internal	2 yr	$279.99
Elation Professional	Design LED 12 Brick	High Output LED Color Changer	Panel	Yes	Internal	2 yr	$499.95
Elation Professional	Design LED 36	High Output LED Color Changer ™ 39-deg beam angle with diffusion filter Master/Slave auto program and music trigger; 12 Position binary dip switch; 4 Channel DMX operation; Built in Macro Channel, RGB.	Par Can	Yes	Internal	1 yr	$999.99
Elation Professional	Design LED 36 MH	LED Moving Head with 36 1-watt LEDs	Moving Yoke	Yes	Internal	2 yr	$1,599.95
Elation Professional	Design LED 36 UV	High output ultraviolet LED. wash	Par Can	Yes	Internal	2 yr	$1,199.95
Elation Professional	Design LED 36 WA	High Output White LED Wash	Par Can	Yes	Internal	2 yr	$1,199.95
Elation Professional	ELED Tri 64B	54W Tri Color RGB Black Par 64 Can, with DMX	Par Can	Yes	Internal	30 days	$999.95
Elation Professional	Event Panel System	Ultra Bright Color Panel with 288 10mm LED\'s	Wash	Yes	External	30 days	$1,099.95
Elation Professional	Octo Strip	The Alkalite LED lighting system offers endless color possibilities. Does not produce IR or UV light, so heat is minimized.	Tube	Yes	Internal	1 yr	$2,299.95
Elation Professional	Opti 16-4 CW	A compact, high output, LED Par Can with 4 1-Watt White LED\'s	Par Can	No	Internal	30 days	$179.95
Elation Professional	Opti 16-4 WW	A compact, high output, LED Par Can with 4 1-Watt White LED\'s	Par Can	No	Internal	30 days	$179.95
Elation Professional	OPTI RGB	High output LED. Color Changer. Powerful 1 Watt LEDs, Total of 24 LEDs (8 red, 8 green, 8 blue); Full RGB color mixing. 7 DMX chs (addressable via 10 dip switches). Full dimming. Built-in sound active progs.	Par Can	Yes	Internal	1 yr	$699.99
Elation Professional	Opti RGB Wh	White Fixture With High Output LED. Color Changer And DMX	Par Can	Yes	Internal	2 yr	$699.95
Elation Professional	Opti Tri Par	Tri-Color LED Par Can 350 Lux @ 3M.	Par Can	Yes	Internal	30 days	$999.95

LED LIGHTING

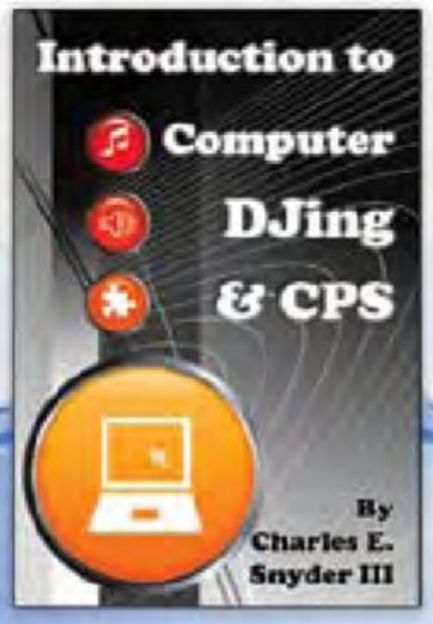
MFGR.	PRODUCT	DESCRIPTION	TYPE	DMX	PWR SUP	WAR.	PRICE
Elation Professional	PZ-720A	The Alkalite LED lighting system	Panel	Yes	External	1 yr	$2,999.95
Elation Professional	V-Bar 270	Alkalite LED color wash. 270, 5mm LEDs with RGB color mixing. DMX-512, Master/Slave or Auto Chase mode with 19 built-in progs. 15-degree beam angle; variable strobe; full dimming.	Wash	Yes	Internal	1 yr	$459.95
Event Lighting Solutions / ColorMaker	Cyclone 360-5	The Cyclone360 has 8 individually controlled LED clusters arranged in a circular pattern	Effect	Yes	Internal	1 yr	$825.00
Event Lighting Solutions / ColorMaker	DL75	DL75 Enhanced ColorRoll technology powered by Nickel Metal Hydride batteries.	Wash	Yes	Internal	1 yr	$310.00
Event Lighting Solutions / ColorMaker	Octagon	Octagon Wireless LED fixture with 8 individual controlled LED clusters. Octagon	Wash	Yes	Internal	1 yr	$825.00
Event Lighting Solutions / ColorMaker	PS250-60	PS250-60 fixture voted most popular fixture for three years by the F.E.L.A. Used for	Wash	Yes	Internal	1 yr	$399.00
Event Lighting Solutions / ColorMaker	PS500-60	The PS500-60 fixture "King of the Hill" for wall washing or high intensity lighting.	Wash	Yes	Internal	1 yr	$749.00
Irradiant®	GoboPR	LEDGOBOPR - The world's first WLED SSLE based architainment ARCHI SPOT Image projector	Effect	Yes	Internal	1 yr	$59.99
Irradiant®	LED 46	SRL-6042 - 120V, PAR46 LED	Par Can	Yes	Internal	1 yr	$114.95
Irradiant®	LED 64	SRL-6057 - 120V, PAR64 LED	Par Can	Yes	Internal	1 yr	$144.95
Irradiant®	LED Bank 8	SRL-6018LEDBANK8 - 120V, LED COLOR BANK 12x8	Wash	Yes	Internal	1 yr	$519.95
Irradiant®	LED BEACON	The classic police beacon effect just got brighter, lighter, and got a kick in the technology pants!	Effect	Yes	Internal	1 yr	$49.99
Irradiant®	LED Move RGB	SRM6072 - The ultra compact design of fixture is perfect for low ceiling applications	Moving Yoke	Yes	Internal	1 yr	$649.99
Irradiant®	LED Par Set	SRL-4134S - This set of par cans include 8 par cans and one controller.	Package	Yes	Internal	1 yr	$729.99
Irradiant®	LED Pro 64	SRL-6057L - 120V, PAR64 LED PRO	Par Can	Yes	Internal	1 yr	$429.95
Irradiant®	Over 1	LED Moon Flower 1	Effect	Yes	Internal	1 yr	$79.95
Irradiant®	Over 2	SSDL-6062 - LED Moon Flower 2	Effect	Yes	Internal	1 yr	$179.95
Irradiant®	Over 3	SSDL-6061 - LED Moon Flower 3	Effect	Yes	Internal	1 yr	$269.95
Irradiant®	Par 56	SRL-6056 - 120V, PAR56 LED PRO	Par Can	Yes	Internal	1 yr	$319.95
Irradiant®	Pro Wash	SRL-6035 - High Power LED Stage Wash	Wash	Yes	Internal	1 yr	$639.95
Irradiant®	Revo 10	11 ch DMX fixture boasts a basic arsenal of effects. Color wheel and gobo wheel housed in a compact body.	Moving Yoke	Yes	Internal	1 yr	$769.99
Irradiant®	Revo 100	World's first high power LED based full featured moving head intelligent lighting fixture. First in a series of SSLE (Solid State Light Engine) LED spot projection products.	Moving Yoke	Yes	Internal	1 yr	$2,399.95
Irradiant®	Solar Ray RGB	SRL-6052RGB - Architectural, stage, commercial, club, this professional wash covers all the applications where smooth, rich color wash or white with color temperature correction is required. The LED Linear Wash and LED Linear Wash AW from Neo-Neon™ incorporate all of the functionality required to be applied professionally.	Wash	Yes	Internal	1 yr	$1,599.95
Irradiant®	Sun Wash AW	SRL-6349AW - Architectural, stage, commercial, club, this professional wash covers all the applications where smooth, rich color wash or white with color temperature correction is required. The LED Pro Wash and LED Pro Wash AW from Neo-Neon incorporate all of the functionality required to be applied professionally.	Wash	Yes	Internal	1 yr	$1,399.99
Irradiant®	Sun Wash RGB	5 program cues available, each program can contain a maximum of 10 scenes with 36 timed events that can be set to any desired clock time. The LED Pro Wash also has a built in thermal sensor to enable operations below 60°C. Whether operated with DMX-512, Stand-alone or, via the built in sophisticated "yet simple to operate"1 time/ scene selection system the LED Pro Wash delivers professional results.	Wash	Yes	Internal	1 yr	$1,199.95

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www.b-52pro.com



YAMAHA

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The MSR250 Powered Speaker delivers clear sound quality in a convenient, lightweight and simple-to-use package—just plug in a microphone or other input and it's ready to go. It delivers 200 watts of clean, dynamic sound via a high-performance 10" woofer and a 1" titanium diaphragm compression driver designed for uncolored response from 55 Hz to 20 kHz. Includes a 3-input mixer, a 2-band EQ and line-out on the back panel. Street Price : $599.00

www.yamaha.com/proaudio



POWERED SPEAKERS

MFGR.	PRODUCT	TYPE	DESCRIPTION	WT (LBS)	CABINET	LF DRV (IN)	PWR	INPUTS	WAR.	PRICE
American Audio	PSW 15P	2-way	15" sub with built-in 300W amp. Dual inputs (XLR/1/4"), XLR line outputs. Adjustable Elec Crossover. Pole mount socket. Heavy duty carrying handle. Heavy-duty rubber feet.	70+	Painted Coating	15	201-300W	Multi	1 yr	$699.99
American Audio	PX1 10P	2-way	10" 2-way spkr with built-in 200W bi-amp system. 10" woofer with 40oz magnet. 1" compression driver. Electronic crossover. XLR & RCA line inputs 2 mic inputs (XLR & 1/4" stereo) with separate mic vol. Blue "on" LED on front.	31-40	Molded	10	101-200W	Multi	1 yr	$349.95
American Audio	PX1 15P	2-way	15" 2-way spkr with built-in 400W bi-amp system. 15" flat wound cast frame woofer with 80oz magnet. 1" compression driver. Electronic crossover. XLR & RCA line inputs 2 mic inputs (XLR & 1/4" stereo) with separate mic vol. Blue "on" LED on front.	61-70	Molded	15	301-400W	Multi	1 yr	$559.95
American Audio	PX1 8P	2-way	8" 2-way spkr with built-in 100W bi-amp system. Electronic crossover. XLR & RCA line inputs; 2 mic inputs (XLR & 1/4" stereo) with separate mic vol. Blue "on" LED on front.	21-30	Molded	6.5	1-100W	Multi	1 yr	$279.95
B-52 Pro	ACT-15X	2-way	Ideal for use by itself or with an ACT-Series sub-woofer for a powerful full-range system. Black paint or black carpet finish.	70+	Painted Coating	15	501-600W	XLR	4+ yr	N/S
B-52 Pro	MATRIX-1000 V2	3-way	Complete sound reinforcement solution 2x10" 2-way powered satellites and a dedicated powered 15" sub. Built-in 3-ch 700W amp, elec crossover with EQ	70+	Painted Coating	15	501-600W	XLR	4+ yr	$799.99
B-52 Pro	MATRIX-200	2-way	Compact, powerful, portable. True 200W stereo amp	70+	Painted Coating	6.5	101-200W	XLR	4+ yr	$499.99
B-52 Pro	MATRIX-2000	3-way	Complete sound reinforcement solution consisting of 2x 12" 2-way spkrs, 18" sub, 1200W 3-ch amp.	70+	Painted Coating	18	601+W	XLR	4+ yr	$1,499.99

How to Pick Powered Speakers



A step-by-step approach to obtaining audio power

By Jake Feldman

Since the late 1990s the mobile DJ industry has been injected with the popularization of powered speakers as both an alternative to lugging heavy power-amps around as a formidable solution to average weddings and everyday events.

From large to small, powered speakers have proven themselves as an advantage to those who possess them and the envy to those who don't. Powered speakers also carry with them certain features that promote longevity and reliability that can only come with having the amplifier in the cabinet (such as thermal shutdown and contour).

Don't get me wrong: With any technology there are inevitably positives and negatives associated. My purpose here is to refresh those who know and educate those who don't about how to shop for powered speakers.

WHAT TO THINK ABOUT BEFORE

The first step in shopping for a pair of powered speakers (or anything) should be deciding the functionality of the speakers and what type of events they will be utilized in. With this information a lot of factors such as size, wattage, and appearance can be contemplated and narrowed down. Remember there are any brands and types of powered speakers out there, so do not limit yourself based on price alone. Consider the durability of the speaker based on other's experiences, the company's track record, and materials used in the making of the units.

It is also important in this stage of the process to look at the transportation that the speakers will be hauled in. Size of the speakers is a very important consideration based on what brand or model to purchase. Also think of the functionality of your particular vehicle and its interior. Obviously, if a carpeted SUV is used to transport molded plastic speakers, then little to no wear occur. If, however, you are using a straight truck with wooden floors you would need some way to protect those cabinets such as cases to avoid unsightly gouges and scrapes (which goes without saying that proper case is a key to powered speaker reliability).

KEY ELEMENTS

Now that you have included the primary function and transportation aspects of your decision making process, you must now decide the best course of action based on features. Wattage is important when comparing models and brands. If you have decided that your average wedding is around 250 people, then a pair of good quality 1000 watt speakers (combined) should be fine. If you routinely do larger weddings and events, powered speakers may still be for you, but you may need to consider doubling average sized cabinets or purchasing larger powered cabinets—of which there are a wide variety.

Another important aspect is the functionality. Some speakers may simply have one input and one pass through output while others may have miniature mixing boards built into the back. If your function included ceremony sound or additional inputs, I would recommend looking at either a set of speakers with a built in cabinets or making sure your mixer is able to accommodate the necessary inputs (most mixers only have 1-2 xlr or 1/4" [mic] input). Also pay attention to other features that may be included such as noise gates, band EQs, contours, and low pas filters. Noise gates have the potential to eliminate slight feedback or that dreaded hum when at idle. Low pass filters provide versatility when adding subwoofers so as to emphasize proper bass and not overdrive your cabinets. Remember that most powered speakers are not known for their tremendous bass output. They are simply in most cases 3-way (meaning High, Mid, and Bass) cabinets designed to give the listener a balanced duplication of the recording or sound.

WEIGHT A MINUTE

With the growing average age of disc jockeys, weight is also very important issue. There are some powered speakers out there that provide a tremendous output at low weight. Not all light weight speakers sound good, however, and you may find yourself compromising with a heavier cabinet in favor of a better sound. I would advocate listening to prospective speakers with an objective free mind before considering weight and issue. Of course if there are health issues that necessitate a lighter rig—by all means find a great sounding light weight system that will adequately perform for you.

BEAUTY AND DURABILITY

Just as with un-powered cabinets, there is a differentiation in the casing materials that powered speakers come in. Mainly, there are four types of finishes commonly used. First and traditionally (for powered speakers), molded plastic is great for lighter use applications. You may find as time wears on, though, that there really is no way to hide blemishes or marks on these cabinets short of buying a new set or making sure that they remain in their cases when stored or in transport. If you're like me then heavier use applications more adequately describes your usage of powered speakers and for that you have found that the second and third categories of Textured/Painted coatings and Spray-On Bed liner coatings work the best for your applications. While the textured/painted coating may not last as long as the bed liner, it can be spruced up through repainting and re-coating through the products' life. And finally a mainstay in the un-powered speaker category of carpet covering has slightly creped into powered speakers. Just remember that out of all of the casing materials, carpeting is likely to wear out the fastest. It all boils down to a long-lasting professional look that will not only represent your company but will also reflect on the judgment of your clients for hiring you.

COMPATIBILITY

If you already own powered speakers and are purchasing another pair or are weighing the odds of switching to powered, remember to get a product that will be compatible with your other systems easily. Whether this means patching powered speakers into an un-powered rig (can be done but not recommended) or by simply adding cabinets to a system—make sure that all is compatible and that the entire system will "play nice" with each other.

PRICE

Finally, and the moment you all have been waiting for (and the most important to some)—price. Now I know there are some who will not heed my advice and buy a cheap pair of powered speakers based on price alone. I wish you the best of luck and hope it all works out for you. For the rest of us, I will let you in on a little secret—Price alone should not determine your business purchases especially for products with as many pricing points as powered speakers have.

First when considering price, one has to think about the purchase of a set of powered speakers as a 5-7 year investment in tools that will allow you to carry out your work. 5-7 years, by the way, is the lifespan of a pair of powered speakers as a primary rig. The speakers may continue on after that as secondary systems, which would add value to your purchase. Pay attention to warranties—all powered speakers worth considering should at least have 1 year limited warranties.

Next, think of the price in terms of value. If you would like to be known for great sound with perfect clarity and precision levels, purchase accordingly. Be aware that speakers can be a person's greatest asset or biggest weakness at an event. No amount of personality will do when the clients or guests cannot hear announcements and music or the sound is harsh and unbearable.

Please do not be fooled—I am not advocating buying the most expensive system out there because of perceived value, just as I am not advocating buying cheap just to make more profits on the back end. What I am advocating, though, is not being afraid of price when it comes to piece of mind in a service delivered to a client and to well-performing equipment.

POWERED SPEAKERS

MFGR.	PRODUCT	TYPE	DESCRIPTION	WT (LBS)	CABINET	LF DRV (IN)	PWR	INPUTS	WAR.	PRICE
B-52 Pro	MATRIX-600	2-way	3-way rear-ported spkrs substantially outperform traditional 2-way designs	41-50	Painted Coating	10	301-400W	1/4"	1 yr	$999.99
Behringer USA Inc.	Eurolive B412DSP	2-way	Introducing the Digitally Controlled 600W spkr from BEHRINGER	70+	Molded	15	1-100W	Multi	1 yr	$399.95
Bose	L1 B1 PS1 System	3-way	The Single Bass Package consists of: 1x L1 Cylindrical Radiator® spkr and PS1 power stand;1x R1 remote control;1x B1 bass module; padded gig bags.	1-20	Carpet	6.5	301-400W	Multi	2 yr	$1,998.00
FBT USA Inc.	Amico 900	2-way	900w RMS Portable Sound System	70+	Molded	15+6.5mid	601+W	Multi	2 yr	$2,149.95
FBT USA Inc.	Jolly 12Ba	2-way	Polypropylene, Light weight, powered, 2 way system 300w RMS w/ a 12" woofer and a 1" horn	41-50	Molded	12	201-300W	Multi	2 yr	$759.95
FBT USA Inc.	Jolly 15 Ba	2-way	350w RMS Powered 2-way system 15	41-50	Molded	15	1-100W	Multi	2 yr	$869.95
FBT USA Inc.	Kempton GT 12a	2-way	250w RMS Powered 12	31-40	Molded	12	201-300W	XLR	2 yr	$439.00
FBT USA Inc.	Maxx 2a	2-way	Extremely light and sturdy enclosure made of poly-propylene with gas injection moulding.	21-30	Molded	12	201-300W	Multi	3 yr	$849.95
FBT USA Inc.	Maxx 5a	2-way	2 Way 500w Bi-Amplified spkr System	41-50	Molded	15	301-400W	Multi	3 yr	$1,349.95
FBT USA Inc.	Maxx 6a	2-way	2 Way 900w RMS Powered spkr	61-70	Molded	15	601+W	Multi	3 yr	$1,769.95
FBT USA Inc.	Verve 12a	2-way	2 Way 400w RMS Bass Reflex spkr	41-50	Painted Coating	12	301-400W	Multi	3 yr	$1,149.95
FBT USA Inc.	Verve 15a	2-way	2 Way Active 450w Bass Reflex spkr	51-60	Painted Coating	15	401-500W	Multi	3 yr	$1,299.95
Gemini Sound Products	GX-1 Powered Monitors	2-way	Powered compact monitor spkrs; Hard ABS molded plastic design; 25W RMS Woofer & tweeter; Separate bass, treble, volume controls 3-D surround sound with on/off button; Protective metal grill.	21-30	Molded	6.5	1-100W	Speakon	1 yr	$159.95
Gemini Sound Products	GX-250Powered Professional 10	2-way	Compression driver with 1.36" Titanium diaphragm; Freq resp 50-20 KHz,100 W RMS, 250 W peak power.	31-40	Molded	6.5	1-100W	Speakon	30 days	$199.95
Gemini Sound Products	GX-350Powered Professional 12	2-way	Comp driver with 1.5" Titanium diaphragm; Freq resp 40-22 KH, 200 W RMS, 600 W peak power; internal amp.	41-50	Molded	6.5	101-200W	Speakon	1 yr	$249.95
Gemini Sound Products	GX-450Powered Professional 15	2-way	Comp driver with 1.75" Titanium diaphragm; Freq resp 30-22 KHz, 300 Ws RMS, 800 W peak power; internal amp.	61-70	Carpet	6.5	201-300W	Speakon	1 yr	$319.95
JBL Professional	Eon 10G2	2-way	Features a 10" woofer, increased power and a 3-input mini-mixer. Ideal for AV and smaller applica-tions. With EONSUB G2 powered sub, provides a full range sound system	31-40	Carpet	10	101-200W	Multi	1 yr	N/S
JBL Professional	Eon 15G2	2-way	With more than 300,000 systems in use, the JBL EON system is firmly entrenched as the industry leader in powered portable spkr systems.	41-50	Carpet	15	201-300W	Multi	1 yr	N/S
Mackie	SRM350	2-way		41-50	Molded	10	201-300W	XLR	4+ yr	$549.99
Mackie	SRM450	2-way	The active SRM450 has tight, steel-fisted bass to below 55Hz and detailed, articulate treble.	51-60	Molded	12	301-400W	XLR	4+ yr	$699.99
MARATHON	ENT-10P	2-way	Active 10" 2-Way ABS Loudspkr	70+	Carpet	5	601+W	1/4"	30 days	$209.99
MARATHON	ENT-12P	2-way	Active 12" 2-Way ABS Loudspkr	70+	Carpet	5	601+W	1/4"	30 days	$259.99
MARATHON	ENT-15P	2-way	Active 15" 2-Way ABS Loudspkr	70+	Carpet	5	601+W	1/4"	30 days	$319.99
MARATHON	ENT-8P	2-way	Active 8" 2-Way ABS Loudspkr	70+	Carpet	5	601+W	1/4"	30 days	$169.99
MARATHON	JR-115	2-way	Compact Single 15" 2 Way Portable Loudspkr System	61-70	Carpet	5	601+W	1/4"	30 days	$229.99
MARATHON	JR-125	2-way	Compact Dual 15" 2 Way Portable Loudspkr System	70+	Carpet	5	601+W	1/4"	30 days	$299.99
MARATHON	MA-10P	2-way	250 W, active 10" 2-way, Die Cast Frame Woofer, PA-10100DC Compression Driver	21-30	Molded	5	201-300W	1/4"	1 yr	$179.99
MARATHON	MA-12P	2-way	600 W, active 12" 2-way, Die Cast Frame Woofer, PA-12100DC Compression Driver	31-40	Molded	5	501-600W	1/4"	1 yr	$239.99
MARATHON	MA-15P	2-way	800 W active 15" 2-way, Die Cast Frame Woofer PA-15100DC Compression Driver	51-60	Molded	5	601+W	1/4"	1 yr	$299.99

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MFGR.	PRODUCT	TYPE	DESCRIPTION	WT (LBS)	CABINET	LF DRV (IN)	PWR	INPUTS	WAR.	PRICE
MARATHON	MA-8P	2-way	150 Ws, Active 8" 2-Way ABS Loudspkr with Die Cast Frame Woofer PA-8100DC Compression Driver	1-20	Molded	5	101-200W	1/4"	1 yr	$129.99
Omnisistem Lights and Effects	Beta 3 Sound System	2-way	The Beta 3 Sound System is powerful, compact, and affordable. A must for Mobile DJs!	70+	Molded	12 +6mid	601+W	XLR	1 yr	$1,000.00
Peavey Electronics	PR 115P	2-way	The PR® 15P packs power and full-range sound quality into one compact loudspkr.Contains 270W of bi-amped power.	41-50	Molded	15	201-300W	Multi	4+ yr	$499.99
QSC Audio	HPR122i	2-way	The power, technology and legendary reliability of QSC amplification combined with the simplicity and convenience of a multipurpose loudspkr system.	51-60	Carpet	6.5	301-400W	XLR	4+ yr	N/S
QSC Audio	HPR152F	2-way		70+	Molded	15	401-500W	XLR	4+ yr	$1,499.00
QSC Audio	HPR153F	3-way	15" 3-way powered spkr system, 600 W (400 LF, 100 MF, 100 HF). The 15" low frequency driver provides extension down to 37 Hz.	70+	Molded	15 +6.5mid	501-600W	XLR	4+ yr	$1,699.00
TAPCO	TAPCO TH-15A	2-way	200W active PA spkr that uses fully-integrated elecs to achieve performance and quality unmatched by any loudspkr near its price.	31-40	Painted Coating	15	201-300W	XLR	1 yr	$469.99
VocoPro	PV-1800	2-way	400W active spkr w/built-in mixer. Digital Echo. Power Rating: 400W Peak / 200W RMS	41-50	Carpet	15	301-400W	1/4"	1 yr	$499.00
VocoPro	PV-802 (pair)	2-way	Stereo 400W Powered Vocal Spkrs; designed for studio or club use; 400W (200W+200W)	1-20	Molded	6.5	301-400W	1/4"	1 yr	$499.00
Yamaha	MSR100	2-way	Compact size, big sound, versatile features—in an inexpensive, lightweight package. A simple, effective mixer built into the rear of each unit provides 3 inputs with a master EQ for precise sound control.	1-20	Molded	8	1-100W	Multi	3 yr	$479.00
Yamaha	MSR400	2-way	Internal amp is ideally mated to the spkrs, eliminating the need for separate external amps. Features built-in EQ. Provides punchy bass and clear midrange. Can be used alone or in combination with Yamaha's MSR800W sub.	41-50	Molded	12	301-400W	Multi	3 yr	$699.00





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***UHF-5800**
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QSC: A Chronicle of Quality

Driving force Pat Quilter and marketing maestro Evan MacKenzie speak about the QSC tradition and new directions in powered loudspeakers.



Pat Quilter



Evan McKenzie

By Ryan Burger

From one of those mythical-sounding-but-true beginnings in a small Southern California shop, to its current position as one of the leading amplifier manufacturers in the world, QSC has always maintained focus on high quality and truly serving the needs of working entertainers. The co-founder and current PR man discuss the company's origins and continuing development.

Ryan Burger: We are here with the big guys at QSC, Mr. Pat Quilter—the "Q" in QSC—and Mr. Evan MacKenzie, director of marketing and communications. Please tell us a little bit about what you guys do, and the quick story about QSC.

Pat Quilter: Well, this is our 40th anniversary, as your readers no doubt know, if Evan is doing his job—ha-ha. We started in a small, 800-square-foot garage-like unit 40 years ago, originally to build rock & roll amplifiers. And that migrated within a few years to professional grade power amps…and the rest is history, as they like to say. But we have been building better and better power amps for 30 years and the last 10 years we've been expanding into digital and speaker technology.

RB: And there's a lot more detail, for people that are interested, on the website (www.qscaudio.com) if people do want to check it out, by the way.

Evan MacKenzie: One of the things that Pat didn't mention is that there's this history of amplifier technology, then speaker technology and the DSP that's come along in the last 10 years. But there's also the core spirit of the QSC brand—why the company has succeeded so well in my estimation—and Pat can back me up or tell me I'm crazy if he wants.

But very much like your audience, Ryan, this is an entrepreneurial organization, meaning that people here are free to envision, formulate and present products that the market is asking for…QSC has always responded to the market and delivered what the market is asking for, as opposed to what we think, from behind these walls, the market is going to want. And that's really at the core of the QSC value proposition.

PQ: I'll reinforce that by saying I've always considered myself a technical artist. And we have a lot of artists in the company, both from music, and from the various specialties that go into designing our products. And as artists, we take the materials that are available to us—our palette, if you will—but we want to put together something no one's ever seen before; get a result that's nicer, more satisfying, more artistic than anyone's ever been able to do before. We think the results speak for themselves. There is a lot of passion in this company for excellence. But at the same time, we've got to keep it down to earth, we've got to make products that people can understand and use so they can focus on their artistry while using QSC products.

RB: Got you completely. Evan, you came to QSC with some other history in other areas. Tell me why you wanted to go to QSC and a little bit about where you came from before you hit QSC.

EM: Before I got here I spent a decade in the ad agency world. Interestingly, the very first agency I was at, almost 10 years ago, my job was new business development director. And the agency at the time was doing a rollout campaign to get more business in, believe it or not, the music industry, primarily musical instruments and pro audio.

We did score several big clients, mostly musical instruments and a small amplifier company. It was very rewarding and excit-



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ing to be working with a lot of the NAMM-type businesses, as well as a pro audio company.

And then along the way, as I progressed through the ad agency ranks, I always had a pro audio client for most of that time. There were a couple years where I didn't and most of what I did was consumer marketing for the likes of Proctor & Gamble, Motorola and DirectTV.

Then one day, about a year and a half ago, I was rushing across a parking lot…to get to downtown L.A. to do a pitch for, of all things, a meat packing company. The cell phone rings in the middle of the parking lot and it's my former client from another pro audio company, Gerry Tschetter, who is now the vice president of marketing here at QSC, and basically he said, "We're looking for a director of marketing/account executive/client services director all rolled into one. Do you know anybody that might be interested or is that you™"

And right there in the middle of that hot parking lot in the San Fernando Valley I stopped and went, "Yes. I know exactly who you're looking for. That's me."

And then about six weeks later–I was offered a job here and the main question that kept coming up in all the interviews was, "Why do you want to be inside a pro audio manufacturing company as opposed to being outside in that glamorous world of ad agencies™" And the answer is: I love music. Since I was a child I've loved music and that's why I'm here. I love music, I love the music experience and I love the people that put it on, be they the engineers, the performers, the DJs, the recording people, the people that create these products. I love the whole thing.

RB: Wow. Pat, you were obviously were involved in bringing this young marketing "punk" into the QSC culture. Why was he that much of a match™ Why does he fit in so well™

PQ: You know, this may seem surprising, but our products are relatively hard to present and communicate effectively to the customer because one of our deep corporate values is balance and harmony. We're deep believers in the idea that a chain is only as strong as its weakest link. There are a lot of companies out there who base their appeal on being the best at one particular thing; and if you want that one attribute, then you know who to go to.

We want our products to be great at everything, but it makes the sales pitch complicated because you can't just say, "Buy the QSC because it has the most power or the greatest bandwidth," or any number of other individual things, because we strike a balance between all those factors in order to provide what we think is the best overall performance and value.

And it's a hard story to tell quickly. Evan brings real professionalism to this—he's definitely ramped up our ability to communicate subtle and intricate qualities in ways that cut through the clutter of our modern environment and register with our potential users.

RB: It's nice because he does understand the musician and DJ. He's not just putting together an advertisement.

PQ: Exactly.

RB: I know Evan makes regular appearances at our trade shows in Las Vegas. People can meet the people behind QSC and it's absolutely fantastic. How have traditional amplifiers and the regular speaker arena…grown or continued to evolve™

PQ: Well, QSC's roots began in support of incremental system building. We made mostly power amplifiers for many years. And power amps are something people buy to upgrade their system. Users get a new amplifier and hook it up with their speaker and their mixer and their processing and they figure out what next to upgrade, one piece at a time.

So that's still a very big part of our business. We don't currently make non-powered club-type speakers, but we do have a wide range of speakers for buildings, installations, touring shows, cinemas—products that are somewhat related to what a DJ or a working club musician needs.

We do have ideas for addressing those remaining gaps, but the powered speaker is an opportunity for us to blend our amplifier technology and high-performance speaker technology in a way that allows us to get a better result from the combination than you would get from just assembling the pieces yourself.

We put a lot of special processing in the HPRs, under the umbrella of a term we're going to be talking about a lot in coming years, Intrinsic Correction™. This term describes the work we do in our large test facility, to correct the intrinsic characteristics of the speaker, so what comes out of the speaker is as clean, and flat, and full-range as we can possibly make it—so performers can focus on their show and not worry about just getting the speaker to sound halfway decent. The HPR Series embodies a first generation of this technology and that's why you like them, because they are measurably flatter and cleaner than anything we know in their price range.

PQ: And in order to package a modern speaker into a compact cabinet and keep the weight reasonable, various trade-offs are necessary. And when you do that with a passive speaker, there are certain things you end up requiring the user to correct for. In an active speaker, we can measure the trade-offs in a laboratory environment where we can really see what needs correcting, get it right, and give the customer good sound right out of the box. MB

For the rest of this interview, don't miss the January 2009 issue of MobileBeat, or go to www.mobilebeat.com for a complete, unedited transcript or audio file.

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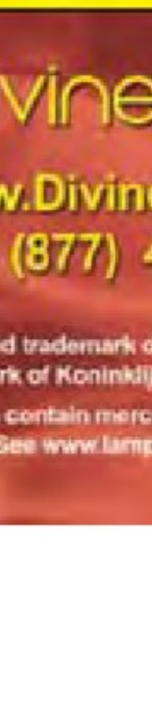
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Price	Lamp	Philips*	Osram*
$39.94	KSD 150		HTI 152
$67.15	KSD 200	MSD 200	
$67.15	KSD 250/2	MSD 250/2	HSD 250/80
$80.75	KSD 575/2	MSR 575/2	HSR 575/72
$84.15	KDE 575		HMI 575/GS
$99.00	KSD 700SA	MSR 700SA	HTI 705/SE
$99.00	KSD 1200/2	MSR 1200	HSR 1200/72
$99.00	KDE 1200DX	MSR1200SADE	HMI 1200/S
$99.00	KDE 1200	MSI 1200	HMI 1200/GS

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$2.49	64514	$4.99	ELH
$1.99	BRL	$4.86	ENX
$5.89	DDL	$2.49	EVC
$5.99	DRA	$3.39	EVD
$4.44	DYS 300w	$2.39	EXN
$3.94	DYS 600w	$5.59	FXL
$4.99	EFP	$4.99	LC150
$2.49	EHJ	$4.99	LL200
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MIXERS

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Choosing a Mixer

Understand your application

By Ben Stowe, CTS

When choosing a mixer for your system there are two critical factors you should consider. The first is the feature set. If it doesn't do what it needs to, it isn't a good fit. Likewise, if it is overloaded with unnecessary features, you have likely paid more and are carrying more than was prudent. The second factor is the quality of the board. The mixer may have the single greatest impact on the quality of your sound, and it has many moving parts that can become troublesome quickly if they are of poor quality.

There are a variety of distinctly different applications mixers are used in; live sound, broadcast, DJ, karaoke, recording and more. This article will briefly discuss live sound, karaoke and DJ applications. Even within those categories there are several distinct uses, a scratch DJ may have different needs than a wedding DJ. They may want kill switches, onboard effects and perhaps an optical crossfader to allow for rapid, fluid movement over many cycles.

DJ MIXER ESSENTIALS

Individual users will likely place different emphasis on different features, but the following are some important features that I feel are fairly universal for DJs and others: size and weight, input channels, balanced outputs, gain trim, and PFL level indicators. Size and weight really go without saying. We have to carry our gear from gig to gig. Input channels will dictate how much we can connect to the board. Some will need more channels than others, and of different types. Inputs can be mic, line, phono, S/PDIF (digital) and more. Balanced outputs are particularly important given the greater use of powered speakers. For sending the signal at line level over long distances, like those required to reach powered speakers, they have advantages. Lower current in the signal means lower loss, but longer distances carrying a low-level signal create more opportunities for interference and noise. A balanced connection helps preserve the quality of the signal.

Proper gain structure is fundamental for good sound. An input gain trim (not to be confused with the channel slider), paired with a PFL (Pre-Fader Listening) level indicator is extremely valuable in creating even input gains and avoiding distorted audio.

SOUND REINFORCEMENT OPTIONS

In live sound, there is a far greater range of options, but most units draw from the same roots. Top considerations are frame size, low cut, EQ strip, Aux outputs, phantom power, fader size, and mute groups. The frame size simply tells us how big the board is. Check how many mono channels (typically a mic or instrument input) and how many stereo inputs (typically for stereo devices, such as CD players) the board offers. Often a stereo channel is counted as two. I find this practice to be somewhat deceptive, but nearly every manufacturer does it. A 12-channel board may have 8 mono inputs and 2 stereo inputs.

A low cut is a button assigned to a frequency

MIXERS

MFGR	PRODUCT	DESCRIPTION	EQ	INPUTS			OUTPUTS		DIGITAL EFFECTS	#RU	WGHT (LBS)	WAR.	PRICE
				LINE	PH	MIC	LABEL	TYPE					
Alesis	iMultiMix 16 USB	USB connection. Sturdy, compact, all-in-one tabletop mixer. 100 studio-grade 28-bit digital effects, a built-in limiter, iPod dock with control wheel transport controls for direct-to-iPod recording.	Overall	11+	1	5+	Master	XLR	Yes	Non-rack	21-30	1 yr	$599.99
Alesis	MultiMix 16 USB 2.0	USB 2.0 for ultra–fast, low–latency, 24–bit/44.1–96kHz (high-end A/D, D/A conv) multi–ch computer audio recording.	Overall	11+	1	5+	Master	XLR	Yes	Non-rack	11-20	1 yr	$499.99
Allen & Heath	MixWizard WZ3 20S	Remains a favorite mixer stereo sub-mixing, anywhere.	Overall	8	1	5+	Master / Zone	XLR	Yes	Non-rack	1-10	1 yr	$1,699.00
Allen & Heath	MixWizard WZ3:14:4:2	Has carved out a unique place in the pro audio pantheon of multipurpose consoles.	Overall	11+	1	5+	Master / Zone	XLR , 1/4"	No	Non-rack	21-30	1 yr	$1,349.00
American Audio	M1224FX	4 Mono & 4 Stereo Ch Mixer. Trim with Peak LED, HPF, 3-band EQ, 1 AUX with Pre/Post Sw, 1 EFX, PAN, Mute & PFL Sw for Mono Input	Chan	8	4	5+	More	RCA , 1/4"	Yes	Non-rack	1-10	1 yr	$369.95
American Audio	M1624FX	8 Mono & 4 Stereo Ch Mixer	Chan	11+	4	5+	More	RCA , 1/4"	Yes	1	1-10	1 yr	$479.95
American Audio	M822FX	2 Mono & 3 Stereo Ch Mixer	Chan	5	3	4	More	RCA	Yes	Non-rack	1-10	1 yr	$239.95
American Audio	MX-1400		Chan	4	3	3	Master	XLR, RCA	No	8	11-20	1 yr	$459.95
American Audio	MX-1400 DSP	4-ch, Pro 14-inch Mixer W/FX	Overall	4	3	3	Master	XLR	Yes	Non-rack	11-20	1 yr	$599.95
American Audio	Q-2411		Chan	5	3	2	Master	XLR	No	5	1-10	1 yr	$179.95
American Audio	Q-2411 Pro		Chan	5	3	2	Master	XLR	No	4	1-10	1 yr	$199.95
American Audio	Q-2422 Pro	3-ch, 19-inch Pro DJ mixer	Chan	4	2	2	More	XLR, RCA	No	1	1-10	1 yr	$299.95
American Audio	Q-3433 MKII	MP3 player input	Chan	4	3	3	Master	XLR	No	6	1-10	1 yr	$399.95
American Audio	Q-D1 MKII	Fader Q Start (auto crossfade Amer Audio Q Series Mixer. Gain, treble & bass control per ch. Master, Mic & Cue level vol control. Cue monitor between chs	Chan	2	2	1	Master	XLR, RCA	Yes	7	1-10	1 yr	$109.95
American Audio	Q-D1 Pro	High-end Mixer with 2 band EQ w/input gain control per ch, USB connection	Chan	1	1	1	Master	XLR	No	Non-rack	1-10	1 yr	$149.95
American Audio	Q-D5 MKII	DJ Skilz helped Amer Audio design this 2-ch, feature-packed mixer. Rugged, long life Optical Fader—factory tested for over 1 million fades.	Chan	2	2	1	Master	Both	Yes	6	1-10	1 yr	$239.95
American Audio	Q-D6	Front mini plug for MP3 players. Balanced Outputs. Fader Q Start compatible. Gain, treble, mid & bass control per ch	Chan	3	2	1	Master	Both	Yes	8	1-10	1 yr	$179.95
American Audio	Q-D6SRS	Front mini plug input for use MP3 players.	Chan	2	2	2	Master	XLR	No	7	1-10	1 yr	$219.95
American Audio	Q-FX Pro	Front mini plug input for use MP3 players.	Chan	4	2	4	Master / Zone	XLR	Yes	5	1-10	1 yr	$539.95
American Audio	Q-Record	4 Ch Mixer with USB Record/Playback	Chan	8	2	2	Master / Zone	XLR, RCA	No	1	1-10	1 yr	$399.95
American Audio	Q-SD Mixer	Advanced SD Function. Big LCD display w/ backlight. Front mini plug for MP3 players.	Chan	8	2	2	More	XLR, RCA	No	1	1-10	1 yr	$599.95
American Audio	Q-Spand MKII	Front mini plug input for use MP3 players.	Chan	4	3	3	Master	XLR	No	2	1-10	1 yr	$399.95
Behringer USA Inc.	EURORACK MX602A	2 mono mic/line and 2 stereo chs, 3-band EQs, a 2-track input and output, phantom power, phones output, balanced inputs and true main mix and control room outputs.	Overall	11+	4	2	Master	1/4"	No	Non-rack	1-10	1 yr	$79.99

MIXERS

MFGR	PRODUCT	DESCRIPTION	EQ	INPUTS			OUTPUTS		DIGITAL EFFECTS	#RU	WGHT (LBS)	WAR.	PRICE
				LINE	PH	MIC	LABEL	TYPE					
Behringer USA Inc.	Eurorack UB2442FX-Pro	Compact mixer: 16 balanced high-headroom line inputs with dedicated gain controls on stereo chs 13-16, 10 new state-of-the-art, studio-grade IMP "Invisible" Mic Preamps, 3-band EQ with semi-parametric mid band, low-cut filter on all mono chs.	Overall	11+	1	5+	Master	XLR	Yes	Non-rack	1-10	1 yr	$299.99
Behringer USA Inc.	UB1204FX-PRO	It has all the same features as found in the UB1204-PRO, plus an integrated 24-bit digital stereo FX processor with 99 great-sounding VIRTUALIZER presets.	Overall	11+	1	4	Master	XLR	Yes	Non-rack	1-10	1 yr	$150.00
Behringer USA Inc.	VMX-1000 DJ MIXER		None	7	2	2	Master / Zone	XLR, RCA	No	3	1-10	30 days	$179.99
Behringer USA Inc.	XENYX 1002	The XENYX 1002 has 10 inputs and a FX Send control for each ch. Additionally, assignable CD/tape inputs have been incorporated for routing flexibility.	Overall	10	1	2	Master	1/4"	No	Non-rack	1-10	1 yr	$69.99
Behringer USA Inc.	XENYX 1202	The XENYX 1202 has 12 inputs and a FX Send control for each ch. Additionally, assignable CD/tape inputs have been incorporated for routing flexibility.	Overall	11+	1	4	Master	1/4"	No	Non-rack	1-10	1 yr	$89.99
Behringer USA Inc.	XENYX 1222FX	The XENYX 1222FX has 16 inputs and 2 Aux Sends for each ch. Additionally, 2 multi-functional stereo Aux Returns have been incorporated for routing flexibility.	Overall	11+	1	5+	Master	XLR	Yes	Non-rack	11-20	1 yr	$209.99
Denon DJ	Denon DNX100 Compact Performance Mixer	This compact mixer has 2 chs each with 3 band EQ (-40db cut) ch fader curve adjust and reverse. Crossfader curve adjust and reverse.	Chan	4	2	1	Master	RCA	No	4	1-10	1 yr	$-
Denon DJ	Denon DN-X500 Matrix Mixer	8 line and 2 phono inputs which can be freely assigned to any of 4 chs. 4 smooth 60 mm VCA ch faders. Responsive 45 mm VCA crossfader with contour adjustment.	Chan	8	2	2	Master	XLR, RCA	Yes	3	1-10	1 yr	$399.00
Denon DJ	Denon DN-X900 Matrix Mixer	4 digital inputs on coaxial connections. 2 digital outputs are also provided in S/PDIF	None	8	3	2	More	XLR, RCA	No	3	1-10	1 yr	$599.00
Denon DJ	DN-X050	Single-space, 2-ch compact rackmount mixer.	Chan	2	2	1	Master	RCA , 1/4"	No	Non-rack	1-10	2 yr	$275.00
Denon DJ	DN-X120	The smallest pro-quality DJ mixer on the market today.	Chan	2	2	1	Master	RCA , 1/4"	No	Non-rack	1-10	2 yr	$225.00
Denon DJ	DN-X1500s	Flagship 4-ch mixer sets the standard for Club, Mobile and Battle DJs with powerful, innovative features.	Chan	4	3	2	Master	XLR	Yes	6	11-20	2 yr	$750.00
Gemini Sound Products	CS-02 Club Mixer		Chan	10	3	3	Master / Zone	XLR, RCA	Yes	Non-rack	11-20	1 yr	$399.00
Gemini Sound Products	iPMX Pro Mixer		Chan	4	2	1	Master	XLR	No	Non-rack	1-10	1 yr	$119.95
Gemini Sound Products	i-Trax	Dual docking stations for iPod. Allows library management via PC. 2 Phono/line convertible inputs. Composite video output for use with photo/video-enabled iPod.	Chan	2	2	2	More	RCA	Yes	Non-rack	1-10	1 yr	$149.95
Gemini Sound Products	MM-03 Professional 4 Channel Stereo Mixer	8 line, 3 Mic, 2 convertible phono/line RCA inputs - Master, rec, and zone outputs - 1/4" balanced master outputs. 3-band rotary EQ per ch with cut. Assignable, user replaceable Rail Glide crossfader.	Chan	8	2	3	Master / Zone	RCA	No	Non-rack	11-20	1 yr	$169.95
Gemini Sound Products	MM-04 Professional 4 Channel Stereo Mixer	6 line, 3 mic, 2 convertible phono/line RCA inputs. Master, record, zone RCA outputs. 1/4" balanced master outputs. 3 band rotary EQ per ch w/ cut. DSP module	Overall	6	2	3	Master / Zone	RCA	No	4	11-20	1 yr	$229.95
Gemini Sound Products	MM-1000	3 Ch 19" mixer, 5 band master EQ	None	1	1	1	Master	XLR	Yes	1	1-10	3 yr	$99.95

beneath which the sound is reduced or eliminated. For example, a 100hz low cut will eliminate 100hz and lower. This is very useful for vocal chs. It quickly eliminates handling noise and potential feedback for a frequency that will likely not be produced by the vocalist anyway. The EQ strip can offer a variety of features, for me it's important to have sweepable mids. This means that I can not only determine the attenuation for that frequency, but also the frequency itself. My favorite consoles have 2 sweepable mids, a low-mid and a high-mid. This is very useful in fine-tuning an input right on my ch strip.

Auxiliary outputs are just that, additional outputs that can be individually mixed from the available chs for monitors, recording, and more. Having lots of auxes allows me to create lots of other mixes so that different performers can have different monitor mixes, all without affecting the main mix. Phantom power is voltage that is transmitted through the microphone cable to a device connected to it. This allows those devices (condenser mics, direct insert boxes, etc) to be powered by the console rather than a battery or external power supply. Small consoles typically have a global phantom power switch, meaning that every ch gets it or doesn't. Larger and better consoles have groups of phantom power chs, or individually selectable phantom power chs. This allows us to send the power only down the chs we want to, and not the ones we don't. Fader size simply dictates how much real estate we have to move that fader up and down. The larger the fader, the more precise our adjustments can be. Sub-groups and mute groups are very useful in managing large mixes. They allow us to assign several chs to effects easily, or to make wholesale adjustments in a particular group of chs. Drums, for example, can be grouped and once adjusted proportionately to themselves (snare, toms, kick, overheads, etc) can then be raised and lowered all at once. Mute groups operate in much the same way. All vocal mics can be placed into a single mute group, for example, so that during a break all stage mics can be muted with a single button, rather than locating several.



A SOUND DECISION

The common denominator between these categories is quality. Your mixing board is one of the most crucial pieces of gear in the system. It is the part that you, the operator, interfaces with directly the most and it is instrumental in the overall production of your show. A noisy board can compromise all great loudspeakers, amplifiers, media playback and microphones. One area that is very critical, particularly when working with vocals, is the mic preamp. This circuit takes the very low electrical signal produced by a microphone and preamplifies it before inserting it into the mix. It seems painfully self-explanatory, but bad preamps can lead to bad sounding vocals. Another critical area, particularly in live sound, is the EQ section of the ch strip. Many EQs can color the sound in unintended and undesirable ways, whereas some EQs have a particular sound that is sought after. You'll often hear tour sound talk about the "British EQ", for example. Lastly, and certainly not least, are the moving parts. These are the knobs, faders, sliders, buttons, etc. Poor quality here can lead to early failures, bad sound, and great frustrations.

At my gear supply company we offer consoles from less than $100 to greater than $400,000. I urge you to carefully weigh the features and pursue quality construction in your choice. Certainly we must be practical in what we spend, but the mixer is a poor place to be penny-wise and pound-foolish. MB

MIXERS

MFGR	PRODUCT	DESCRIPTION	EQ	INPUTS			OUTPUTS		DIGITAL EFFECTS	#RU	WGHT (LBS)	WAR.	PRICE
				LINE	PH	MIC	LABEL	TYPE					
Gemini Sound Products	MM-3000	5 Ch 19" Mixer	None	1	1	1	Master	XLR	Yes	1	1-10	3 yr	$149.95
Gemini Sound Products	PDM-02 Professional 4 channel Stereo Mixer	6 digital FX- scratch, H20, applause, copter, glass and scream. Echo section with repeat, delay, volume, speed rotary controls. Rotary master volume control.	Chan	7	2	3	More	RCA	Yes	5	11-20	1 yr	$189.95
Gemini Sound Products	PMX-01 2 Channel Stereo Mixer	2 convertible phono/line RCA inputs, 2 band rotary EQ control. Rotary gain ch control. VU display with bright LED. Cue section fader allowing cue mix.	Chan	2	2	1	Master	RCA	No	Non-rack	1-10	1 yr	$59.95
Gemini Sound Products	PMX-02 Pro Stereo Mixer	VU display with bright LED	Chan	4	2	1	Master	RCA	No	Non-rack	1-10	1 yr	$79.95
Gemini Sound Products	PMX-03 Professional	EQ kill sw w/ Flash effect. Dual VU display with bright LEDs. 2-band rotary Mic EQ, volume controls. Hamster/reverse cross-fader curve control	Chan	4	2	1	Master	XLR, RCA	No	Non-rack	1-10	1 yr	$99.95
Gemini Sound Products	PS-02 Professional 3 Channel Stereo Mixer	3 band EQ kill sw w/ Flash effect. Mic section with rotary Mic volume, high, low EQ controls. Fader section with hamster/reverse, slope.	Chan	6	3	1	More	RCA	Yes	Non-rack	1-10	1 yr	$199.95
Gemini Sound Products	PS-04 Pro Stereo FX Mixer	Bright blue LCD display for FX names/parameters, DSP module with 25 effects. FX assign sw. Dry/Wet fader control.	Chan	6	3	1	More	RCA	Yes	Non-rack	1-10	1 yr	$219.95

MIXERS

MFGR	PRODUCT	DESCRIPTION	EQ	INPUTS			OUTPUTS		DIGITAL EFFECTS	#RU	WGHT (LBS)	WAR.	PRICE
				LINE	PH	MIC	LABEL	TYPE					
Gemini Sound Products	PS-424x	10-inch, 2-Ch Stereo Mixer 4 line, 2 convertible phono/line RCA inputsGround screw for turntable connectivityRotary gain ch control3 band rotary EQ per ch with -30db cutsScrew-less bottom panel for unobstructed mixingRail Glide CrossfaderCrossfader Curve and reverse controls	Chan	4	2	1	Master	RCA	Yes	Non-rack	1-10	1 yr	$79.95
Gemini Sound Products	PS-626x	10-inch, 3-Ch Stereo Mixer 6 line, 2 convertible Phono/Line RCA inputsGround screw for turntable connectivityRotary gain ch control3 band rotary EQ per ch with -30db cutsScrew-less bottom panel for unobstructed mixingUser-replaceable Rail Glide™ CrossfaderCrossfader Cu	Chan	6	2	1	Master	RCA	Yes	Non-rack	1-10	1 yr	$99.95
Korg USA	KM-202 Dynamic DJ Mixer	KAOSS PAD, 6 types of EQ, adjustable crossfader curve; 100 effects programs	Chan	2	2	1	Master / Zone	RCA	Yes	Non-rack	11-20	1 yr	$600.00
Korg USA	KM-402 Dynamic DJ Mixer	KAOSS PAD, 6 types of EQ, adjustable crossfader curve; 100 effects programs	Chan	4	3	1	Master / Zone	RCA	Yes	Non-rack	11-20	1 yr	$720.00
Korg USA	ZERO4 Live Control Mixer	Digital mixer, audio I/O, MIDI controller and effects processor all in one unit.	Overall	4	4	1	Master / Zone	XLR	Yes	Non-rack	11-20	1 yr	$1,700.00
Korg USA	ZERO8 Live Control Console	Digital mixer, audio I/O, MIDI controller and effects processor all in one unit.	Chan	8	3	2	Master / Zone	XLR	Yes	Non-rack	11-20	1 yr	$2,450.00
Mackie	Mackie 1642-VLZ3	The 1642-VLZ3's 3 unique ch strip formats allow you to input and shape any kind of signal, including mic, line, and stereo instruments	Overall	11+	1	5+	Master	XLR	No	Non-rack	21-30	1 yr	$600.00
Mackie	Mackie ProFX12	The ProFX12 is loaded with 6 Mackie high-headroom, low-noise mic preamps, 3-band EQ, a built-in DI for direct connection of a guitar or bass, integrated "Gig-Ready" effects, precision 7-band GEQ and more.	Overall	11+	1	5+	Master	1/4"	No	Non-rack	21-30	1 yr	$-
Mackie	Mackie ProFX8	The ProFX8 is fully stocked, featuring 4 Mackie high-headroom, low-noise mic preamps, 3-band EQ, a built-in DI for direct connection of a guitar or bass, integrated effects, precision 7-band GEQ and more.	Overall	8	1	4	Master	1/4"	No	8	11-20	1 yr	$230.00
MARATHON	DJM-02	2U rack space , 2 line , 2 line/phono swable, 1 mic, 3 band EQ	None	1	1	1	Master	XLR	Yes	2	1-10	30 days	$199.99
MARATHON	DJM-101	Dual 10 band EQ, up to 8 line inputs & 3 band EQ on mics	Overall	2	2	2	More	XLR	No	Non-rack	1-10	30 days	$159.99
MARATHON	DJM-102	Digital echo with variable delay, repeat level, 8 digital sound effects with speed control, Dual 10 band EQ, uo to 8 line inputs, 2 mic inputs & 3 band EQ on mics.	Overall	8	1	2	More	XLR	Yes	4	1-10	30 days	$189.99
MARATHON	DJM-200	5-Ch 19" mixer, 8 line inputs, 3 phono, 3 mics, EQ on each ch	None	8	3	3	Master	XLR	Yes	Non-rack	1-10	30 days	$239.99
MARATHON	DJM-200FX	4-Ch 19" Mixer, vocal effects, 5 line inputs, 3 phono, 5 mics, EQ on each ch, balanced outs	Chan	5	3	5+	Master	XLR	Yes	4	1-10	30 days	$279.99
Numark	C2	5-band EQ, auto-ducking, auto-muting. Digital input	None	1	1	1	Master / Zone	XLR	Yes	4	1-10	1 yr	$189.95
Numark	C3	3-band EQ on every ch, EQ on mic ch, split or blend cueing, PFL gain-adjust with meter, fader start, panning on master fader, replaceable, assignable crossfader. Digital input.	None	1	1	1	Master / Zone	XLR	Yes	4	1-10	1 yr	$259.95

MIXERS

MFGR	PRODUCT	DESCRIPTION	EQ	INPUTS			OUTPUTS		DIGITAL EFFECTS	#RU	WGHT (LBS)	WAR.	PRICE
				LINE	PH	MIC	LABEL	TYPE					
Numark	C3FX	5 mic inputs and digital effects for DJs, clubs and more. 4 chs, each with 3-band EQ, are joined by a DJ mic input. Advanced digital effect-processing by Alesis includes multiple reverbs, chorus, flanger, echo, chorus/reverb, and more.	None	1	1	1	Master / Zone	XLR	Yes	4	1-10	1 yr	$299.95
Numark	C3USB	USB for connection to Mac or PC. 3-band EQ on each ch and many other features. Digital input.	None	1	1	1	Master / Zone	XLR	Yes	4	11-20	1 yr	$299.95
Numark	CM200USB	2 USB audio devices built into the mixer mean no drivers or sound cards.	Overall	8	3	3	Master / Zone	XLR	No	3	11-20	30 days	$299.95
Numark	M1	M1 has all the features you need to get maximum performance out of minimum space. Digital input.	None	1	1	1	Master / Zone	XLR	Yes	Non-rack	1-10	1 yr	$79.95
Numark	M1USB	Compact, 2-ch scratch mixer with USB audio I/O. You can plug in turntables, CD players, and a microphone.	None	1	1	1	Master / Zone	XLR	Yes	Non-rack	1-10	1 yr	$99.95
Numark	M3	Tabletop DJ mixer. EQs on each ch, cross-fader-style cueing, and a reversible, slope-adjustable crossfader. High, Mid, and Low Kills, Transform (Punch) button on each ch.	None	1	1	1	Master / Zone	XLR	Yes	Non-rack	1-10	1 yr	$109.95
Numark	X1USB	Compact digital scratch mixer with USB audio I/O. 100%-digital signal path with Alesis technology—record your sets directly into your Mac or PC. Look-ahead peak-limiter. Sub-Bass Synthesizer control.	None	1	1	1	Master / Zone	XLR	Yes	Non-rack	1-10	30 days	$259.95
Numark	X6	Digital scratch mixer with 12 BEAT SYNC digital effects (24-bit). 100%-digital signal path with Alesis technology.	None	1	1	1	Master	XLR	Yes	Non-rack	1-10	1 yr	$279.95
Numark	X9	Digital scratch mixer with 12 BEAT SYNC digital effects (24-bit). 100%-digital signal path with Alesis technology.	None	3	1	1	Master	XLR	Yes	Non-rack	1-10	1 yr	$379.95
Peavey Electronics	Peavey PV(R) 8	6 chs, with one through 4 having XLR inputs, ch insert, phantom power, 3-band EQ and effects send.				8							$130.00
Peavey Electronics	Pro Mix 1	Individual stereo music chs, phono/CD chs, fully assignable crossfader, dual 7-band graphic EQs and a stereo effect loop.	Overall	10	4	2	Master / Zone	RCA	No	4	11-20	4+ yr	$249.99
Peavey Electronics	Roto Mix	Modular design—each ch has its own independent circuit board, reducing crosstalk.	Chan	6	3	5+	More	XLR, RCA	No	3	21-30	4+ yr	$999.99
Pioneer ProDJ	DJM-1000	Delivering supreme levels of digital sound, the DJM-1000's input-output path allows for transparent signal processing when combined with Pioneer's DJ and VJ decks. Digital input.	Chan	5	3	3	Master	XLR, RCA	Yes	Non-rack	1-10	30 days	$2,899.00
Pioneer ProDJ	DJM-3000 19" Mixer	Pioneer's DJM3000 is equipped with an industry first "Effect Mix Mode" that easily and accurately effects phrases in a BPM-linked operation. Digital input.	Chan	4	4	3	More	XLR , 1/4"	Yes	Non-rack	11-20	1 yr	$1,199.00
Pioneer ProDJ	DJM-400	Pioneer's newest entry-level mixer with an all-digital mixing bus (24bit/96kHz), features 7 onboard effects, including the all new In-Loop Sampler!	Chan	2	2	2	Master	RCA	Yes	Non-rack	1-10	1 yr	$699.00
Pioneer ProDJ	DJM-600	The industry favorite, with sampling, is now available in fashionable black! Equipped with an auto beat sampler that easily and accurately samples phrases in a BPM-linked operation.	None	4	4	1	Master	XLR, RCA	Yes	Non-rack	1-10	1 yr	$699.00
Pioneer ProDJ	DJM-700	The perfect all-purpose, all-style Pro DJ mixer. Play your way.	None	5	3	2	Master	XLR, RCA	Yes	Non-rack	1-10	30 days	$1,299.00

MIXERS

MFGR	PRODUCT	DESCRIPTION	EQ	INPUTS			OUTPUTS		DIGITAL EFFECTS	#RU	WGHT (LBS)	WAR.	PRICE
				LINE	PH	MIC	LABEL	TYPE					
Pioneer ProDJ	DJM-800	The new DJM-800 incorporates features recommended by many Pro DJs and club engineers, raising the bar on sound fidelity and ease of mixer operation. Digital input.	Chan	5	3	2	Master	XLR, RCA	Yes	Non-rack	1-10	30 days	$1,549.00
Pioneer ProDJ	DJM-909	World's First Touch Screen Effects Control	Chan	2	2	1	More	XLR	Yes	Non-rack	11-20	1 yr	$1,499.00
Pioneer ProDJ	SVM-1000	World's first reference audio and video combination mixer designed for elite DJs, VJs and club venues to enhance their audio/video performance. Built-in 11" LCD touch-panel display, symmetric ch layout, 4-ch audio and video inputs, Still Image Sampler and hundreds of combinations of video effects. Digital input.	Chan	6	2	2	Master	XLR, RCA	Yes	Non-rack	1-10	30 days	$5,499.00
Rane Corporation	Empath Mixer	The Empath mixer combines the vision of Grandmaster Flash and Rane technology.	Chan	4	3	1	Master / Zone	XLR , 1/4"	No	Non-rack	1-10	2 yr	$1,199.00
Rane Corporation	MP 2016a Mixer	Rotary-controlled mixer featuring 6 Input Chs, Booth and House Outputs, Pre-Effects Tape Outputs, Post-Effects Tape Outputs with Level control, swable Effects Loop, and Headphone Cueing.	Overall	5	4	2	Master / Zone	XLR, RCA	No	3	11-20	2 yr	$1,599.00
Rane Corporation	MP 2S Mixer	Packed with all the necessary features for a great performance and perfect mix. Each Program bus selects any of the 2 selectable phono/line Inputs or 2 stereo line Inputs. Any Input can appear on either side of the Crossfader. Long lasting, noise-free 60 mm Active Crossfader. Low-noise Headphone Amp. Tape, Aux Out.	Chan	2	2	1	Master / Zone	XLR	No	1	1-10	2 yr	$449.99
Rane Corporation	MP 4 Mixer	Serato Scratch LIVE software is included, with great library management and file handling features, without direct vinyl and CD manipulation. Simultaneously play analog sources, play digital files, and record a stereo source and cue another source.	Chan	2	2	1	Master	XLR	Yes	1	1-10	2 yr	$799.00
Rane Corporation	MP 44 Mixer	Top-of-the-line mixer is a step above its predecessor, the MP 24. The MP 44 features 2 mic inputs, 4 input busses with 3-band full-cut EQ, Aux in and out, intuitive cueing, and a master limiter that can protect the rest of your system.	Chan	9	4	2	More	XLR, RCA	No	4	11-20	2 yr	$1,999.00
Rane Corporation	TTM 56 Mixer	Rane's patented magnetic fader is the fastest, most accurate, and longest lasting on the planet, using non-contact magnetic position sensors.	Chan	3	2	1	Master	RCA , 1/4"	No	Non-rack	1-10	2 yr	$999.00
Rane Corporation	TTM 57SL Mixer	Integrates the best of Rane hardware with Serato Scratch LIVE software, allowing you to fully control Scratch LIVE without touching your laptop! Internal sweeping Filter and Echo effects.	Chan	4	4	1	More	XLR	Yes	8	1-10	3 yr	$1,799.99
Roland Corporation	M-10DX Digital Mixer	Portable 24-bit/96kHz Digital Mixer with Built-in Spectrum Analyzer	Chan	10	1	2	More	RCA , 1/4"	Yes	Non-rack	1-10	1 yr	$449.00
Roland Corporation	M-16DX Digital Mixer	Revolutionary digital mixer and audio interface for the studio and stage	Chan	11+	1	4	More	1/4"	Yes	1	1-10	1 yr	$799.00
Stanton	RM.406	Superior Sound Technology, diffused LEDs and lighted controls. FX Loop, Booth, Sub outputs, 3 Mic inputs. 10 Line/CD inputs and 4 Phono inputs. 3 Mic inputs (2 XLR and 1/4" with 3-band EQ and Talkover function). Mini input for MP3 player.	Chan	10	4	3	Master	XLR	No	4	1-10	-	N/S

MIXERS

MFGR	PRODUCT	DESCRIPTION	EQ	INPUTS			OUTPUTS		DIGITAL EFFECTS	#RU	WGHT (LBS)	WAR.	PRICE
				LINE	PH	MIC	LABEL	TYPE					
Stanton	M.304	3-ch mixer with Penny & Giles cross-fader and FX loop. Superior Sound Technology. 3 Phono inputs, 6 Line inputs, plus Mic input with EQ. Gain knob with LEDs and 3-band EQ on all 3 chs, plus kill switches on ch1&3. Cue section with PFL and Cue Pan.	Chan	6	3	1	Master / Zone	XLR	No	Non-rack	1-10	-	N/S
TriceraSoft	Summit Mini-Mixer	Solution for mixing 3 pre-amped inputs with delay (echo) and a stereo input. 3 pre-amped mic inputs with seperate gain controls and shared echo.	None	2	1	3	Master	XLR	Yes	Non-rack	1-10	30 days	$124.95
Vestax	Vestax DSM-360	3-band EQ on each pgm ch and mic control, mic talkover, 2-band EQ on zone.	Chan	4	2	2	Master / Zone	XLR, RCA	No	4	1-10	1 yr	$149.99
Vestax	Vestax DSM-410	Balanced XLR outputs, 3-band EQ on each pgm ch and mic control, mic talkover, 2-band EQ on zone control.	Chan	4	3	3	Master / Zone	XLR, RCA	No	5	1-10	1 yr	$199.99
Vestax	Vestax DSM-420	Dual 7-band graphic EQs; mic talkover, 6 built-in sound effects, built-in echo.	Overall	5	3	2	Master / Zone	XLR, RCA	No	5	1-10	1 yr	$249.99
Vestax	Vestax PMC-08Pro	Elite 2-ch digital mixer is in a class of its own. 24bit 96K digital signal processor. Digital input.	Chan	3	2	1	Master / Zone	XLR	No	Non-rack	11-20	1 yr	$799.99
Vestax	Vestax VMC-002XL		Chan	2	2	2	Master	XLR, RCA	No	Non-rack	1-10	1 yr	$169.99
Vestax	Vestax VMC-004FX	New built-in multi effector. Stylish design, balanced XLR outputs and basic DJ functions with simple operability that matches any type of DJing.	Chan	4	2	2	More	XLR, RCA	No	Non-rack	1-10	1 yr	$499.00
Vestax	Vestax VMC-004XL	A compact multi-input, stereo 4-ch mixer. 4 independent input pgm chs and 2 master outs.	Chan	4	4	2	Master / Zone	XLR, RCA	No	Non-rack	1-10	1 yr	$299.99
Vestax	Vestax VMC-185XL	Effect Send & Return	Chan	6	3	2	Master / Zone	XLR, RCA	No	Non-rack	1-10	1 yr	$249.99
Yamaha	EMX212S	Mix, process and deliver your sound with maximum quality and creative control. SPX digital effects, built-in graphic EQ and flexible input opportunities offer outstanding sound performance.	Chan	11+	2	5+	Master	More	Yes	Non-rack	11-20	1 yr	$449.00
Yamaha	EMX5014C	Versatile line input capabilities, plenty of power and top-shelf signal processing. Single-knob compression on 6 of the chs. Power amp mode selector. Signal processing:16 pro-grade progs. 500W per ch	Chan	11+	2	5+	Master	More	Yes	Non-rack	21-30	1 yr	$899.00
Yamaha	EMX5016CF	One knob compression on the mono microphone and mic chs, a 9-band Digital Graphic EQ with Presets and Memory; 2 SPX Digital Multi-Effects Processors. Frequency Response Correction system matches room response, kills feedback.	Chan	11+	2	5+	Master	More	Yes	Non-rack	21-30	1 yr	$1,249.00
Yamaha	EMX512SC	Mix, process and deliver your sound with maximum quality and creative control. All 4 mono mic/line chs feature built-in compressors. SPX digital effects, built-in graphic EQ and flexible input opportunities.	Chan	11+	2	5+	Master	More	Yes	Non-rack	21-30	1 yr	$679.00
Yamaha	MG166C-USB	Includes Cubase AI4. USB port for advanced digital live recording. Outstanding selection of internal effects. Lightweight, compact package. Technology from Yamaha Pro-grade consoles. Bright LED indicators for easy reading even in daylight. High-performance mic preamps w/ phantom power and single-knob compression on several chs. Built-in digital effects.	None	11+	3	5+	Master	More	Yes	Non-rack	1-10	1 yr	$599.00

MANUFACTURERS & SERVICE PROVIDERS

COMPANY	WEBSITE / DESCRIPTION	PHONE	EMAIL
2Surge.com	www.2surge.com	240-266-7568	info@2surge.com
Ace Karaoke	www.acekaraoke.com	888-893-7464	sales@acekaraoke.com
Akai Professional Corp	www.akaipro.com	817-834-1900	jterry@akaiproamerica.com
AKG Acoustics	www.akgusa.com	818-920-3212	akgusasales@harman.com
Alesis	www.alesis.com	401.658.5760	marketing@alesis.com
Allen & Heath	www.allen-heath.com/us	866-474-7711	support@allen-heath.com
American Audio	www.americanaudio.us	800-322-6337	info@americanaudio.us
AMERICAN AUDIO	Helping you achieve the next level!		
American DJ	www.americandj.com	800-322-6337	info@americandj.com
ADJ	Quality, Affordable, & Reliable Special Effects Lighting & Audio Products. From A Company You Can Trust!		
American DJ Association	www.adja.org	888-723-5776	office@adja.org
ADJA	The ADJA is the largest, fastest-growing Trade Association for Mobile DJs. The ADJA's #1 goal™ We help DJs build and grow their business. We do that by providing exceptional services and benefits. Nobody can match, let alone exceed what the ADJA provides its members. No one can do more to help you build and grow your business than ADJA. Join the ADJA today and begin to reap the benefits of Education, Networking & Support. Sign up online or call the national office at 888-723-5776. "Building Excellence, One DJ at a Time."		
Arriba Cases	www.arribacase.com	626-217-6710	info@arribacase.com
Arriba Cases	INTRODUCING ARRIBA CASES: The first brand of soft cases to protect your lighting investment!		
ART (Applied Research & Technology)	www.artproaudio.com	585-436-2720	support@artproaudio.com
Ashly Audio	www.ashly.com	585-842-0010	info@ashly.com
Audio Technica	www.audio-technica.com	330-686-2600	pro@atus.com
Audiopile	www.audiopile.net	509-287-2020	audiopile@starband.net
B-52 Pro	www.b-52pro.com	323-277-4100	sales@b-52pro.com
B-52 MADE IN U.S.A.	B-52 Professional manfactures a wide array of active and passive speaker systems for both permanent installations and mobile musicians—both live sound and electronic replay. B-52 also makes the PRODIGY and PRODIGY FX—the worlds most advanced all-in-one DJ workstations.		
Bag End	www.bagend.com	847-382-4550	usedcars@bagend.com
BBE Sound	www.bbesound.com	714-897-6766	info@bbesound.com
Behringer USA Inc.	www.behringer.com	425-672-0816	sales@behringer.com
BEHRINGER JUST LISTEN.	BEHRINGER is a world-leading designer and manufacturer of pro audio products. It has a comprehensive range of products, including mixing consoles, analog and digital signal processors, guitar and bass amplifiers, studio-reference monitors, microphones, professional lighting systems, public-address enclosures, DJ equipment and computer-based recording products.		
Bose	www.bose.com	877-428-2673	sales@bose.com
BPM List	www.bpmlist.com	718-442-2288	donny@bpmlist.com
Carvin Pro Audio	www.carvin.com	800-854-2235	sales@carvin.com
Casstek	www.casstek.com/dj.htm	888-849-1302	mail@casstek.com
CBI Professional Wiring Systems	www.cbicables.com	800-346-3462	sales@cbicables.com
Celestion	www.celestion.com	732-616-7217	sales@celestion.com
Cerwin-Vega	www.cerwinvega.com	954-316-1500	jmoore@stantondj.com
Chartbuster Karaoke	www.chartbusterkaraoke.com	865-577-5597	sales@chartbusterkaraoke.com

MANUFACTURERS & SERVICE PROVIDERS

COMPANY	WEBSITE / DESCRIPTION	PHONE	EMAIL
CHAUVET	www.chauvetlighting.com	800-762-1084	info@chauvetlighting.com
	CHAUVET® is at the forefront of LED technology, offering one of the widest range of LED-fitted effects designed with the mobile DJ in mind. Flagship fixtures in that range include the ground-breaking Vue™ Series of LED mid air beam effects; the pioneering MiN™Spot and Wash yokes, compact and lightweight enough to fit in the palm of one hand; the award-winning elan™ LED beam effect and DJ Bank color wash—in a league of their own; the LED Techno Strobes and Shadow blacklights; the LEDrain™ PAR-like cans and LED PAR 38 packages for a ready-to-go show out of the box		
CITC	www.citcfx.com	425-776-4950	info@citcfx.com
Colorado Sound N' Light Inc.	www.csnl.com/	888-429-0418	csnl@earthlink.net
Community Professional Loudspeakers	www.communitypro.com	610-876-3400	info@communitypro.com
Conquest Sound	www.conquestsound.com	708-534-0390	info@conquestsound.com
Cortex	www.cortex-pro.com	732-346-0061	sales@gci-technologies.com
Countryman Associates Inc.	www.countryman.com	650-364-9988	sales@countryman.com
Crate Audio	www.crateaudio.com	314-727-4512	sales@stlouismusic.com
Creative Imagineering	www.gameshowmania.com	800-644-3141	dean@creativeimagineering.com
Crest Audio	www.crestaudio.com	866-812-7378	sales@crestaudio.com
Crown Audio	www.crownaudio.com	574-294-8000	customerservice@crownintl.com
Cubesol	www.clubdjpro.com		sales@mobiledjsoftware.com
Da-Lite Screens	www.da-lite.com	800-622-3737	info@da-lite.com
DAS Audio of America	www.dasaudio.com	305-436-0521	sales@dasaudio.com
DBX Professional Products	www.driverack.com	801- 568-7660	support@dbxpro.com
Denon DJ	www.denondj.com	630-741-0330	techsupport@d-mpro.com
DigiGames	www.triviaproducer.com	888-874-8427	sales@triviaproducer.com
	EVERY NIGHT millions of TV viewers play along with their favorite TV game shows - buying vowels, and blurting out answers. Who doesn't have fun pretending to be a contestant™ Now THEY can be in YOUR audience. SO, FOR 100 POINTS: What is the best way to make your next event a hit™ THE ANSWER IS "THE NEW KARAOKE"—fun and interactive trivia parties! CALL DIGIGAMES TODAY to discover how you can bring the new hot craze to your area and add something exciting and sensational for your audience who get to experience real TV game shows! DigiGames' mobile lockout buzzer gameshow systems and TV-style software games are used every day by entertainers, schools, employee training progs, and more, around the world.		
Disk-Store	www.disk-store.com	800-242-5656	jdi@maintrainer.com
DJ Drop In's	www.djdropins.com	207-479-5526	ronb@djdropins.com
DJ Skirts	www.djskirts.com	630-523-1295	steve@djskirts.com
DJ Utilities	www.djutilities.com	732-905-1800	info@djutilities.com
DJ Webmin	www.djwebmin.com	800-257-7635	sales@djwebmin.com
	DJ Webmin is a friendly web-based program with an easy to use interface, navigation menu and employee controlling—a must for any size event booking company who needs to administrate their business! You will love how easy this is!		
DJPower International LLC	www.djpower.com	719-52-POWER	djpower@djpower.com
	DJPower Int. LLC, THE ORIGINATOR OF MP3 MIXING, has a complete line of products specifically designed for DJs, Radio Stations, Karaoke, Nightclubs and anyone else wanting professional digital sound, video and lighting. All products were created with the valuable input of our customers from around the world. We now have video mixing, lighting control, scheduling, graphics, banners and more!		
DMXSoft	www.dmxsoft.com		contact@dmxsoft.com
Dynacord	www.dynacord.com	952-881-4051	info@telex.com
EAW - Eastern Acoustic Works	www.eaw.com	508-234-6158	sales@eaw.com
ECLER	www.eclerusa.com	1-866-99-ECLER	info@eclerusa.com
Edirol	www.edirol.com	360-594-4282	sales@edirol.com
Elation Professional	www.elationlighting.com	866-245-6726	info@elationlighting.com

MANUFACTURERS & SERVICE PROVIDERS

COMPANY	WEBSITE / DESCRIPTION	PHONE	EMAIL
Electro-Voice	www.electrovoice.com	952-451-3068	michael.doucot@us.bosch.com
Eliminator Lighting	www.eliminatorlighting.com	323-948-0480	info@eliminatorlighting.com
ERG Music	www.ergmusic.com	800-465-0779	info@ergmusic.com
Event Lighting Solutions / ColorMaker	www.eventlightingsolutions.com	321-279-7584	eventlighting@cfl.rr.com
EVENT LIGHTING SOLUTIONS	Make that event special. We have portable, totally wireless, remote controlled fixtures, battery packs and hand-held controllers to give you hours of brilliant dancing light on walls, tables, columns, cubes or spandex covered columns. We use ColorMaker brand products with ColorMaker technology, a name known around the world. We GUARANTEE you the best rental rates in the USA. Set yourself apart from the competition with high-quality lighting!		
Face Audio	www.faceaudio.com	801-233-7043	info@faceaudio.com
FBT USA Inc.	www.fbtusa.net	860-829-0434	fbtusa@sbcglobal.net
Focusrite	www.focusrite.com	866 474-7711	info@americanmusicandsound.com
Frankenstands	www.frankenstand.com	619-223-7587	info@frankenstand.com
FRANKENSTAND	Lifetime Warranty on the stand •10-year Warranty on the shock absorber • It lifts the speaker for you • It's easier on your back • Strongest stand available • Invented by a DJ, for DJs.		
Furman Sound	www.furmansound.com	707-763-1010	info@furmansound.com
Gator Cases	www.gatorcases.com	813-221-4191	sales@gatorcases.com
Gem Sound	www.gemsound.com	718-292-5972	info@gemsound.com
Gemini Sound Products	www.geminidj.com	732-346-0061	sales@gci-technologies.com
Gigskinz Bags	www.gigskinz.com	562-972-9094	skinz@gigskinz.com
Global Mobile Entertainers Association	www.globalmobile.org	877-DJ-ASSOC	art@globalmobile.org
Global Truss	www.globaltruss.com	323-415-6225	info@globaltruss.com
Global Truss	Global Truss (formerly Stage Tools) originated over 10 years ago in Holland and now is available in the USA. We specialize in high quality, aluminum and steel general purpose lighting and stage trussing designed for live stages, theatres, night clubs, church installations mobile applications. We carry a large variety of truss products: Square Truss, Triangular Truss, I-Beam Truss, Clamps, Box Truss, Circular Truss, Lifts /Lifters, Crank Stands, Junction Blocks, Aluminum, Steel, furniture, tables, chairs, Truss Corners, Light Stands, Lighting Stands, Towers, Sleeve Blocks, Hoists, Winchs and Crank-up Stands.Our truss bears the certification mark from TÜV, a Nationally Recognized Testing Laboratory (NRTL), just like OSHA.		
Grundorf Corporation	www.grundorf.com	712-322-3900	sales@grundorf.com
Hercules	hercules.com/us/	877-484-5536	
iKey Audio	www.ikey-audio.com	732-346-0061	sales@gci-technologies.com
Intelligence Inc.	www.intelligenceinc.com	312-635-8900	support.intelligenceinc.com
DJ Intelligence "Smarten Your Website"	Intelligence, Inc. is the inventor and developer of high-tech advanced interactive applications. Since our inception in 2002, Intelligence, Inc. has transformed the wedding and events industry by providing professional event service providers with web-based tools for effectively communicating with prospects and clients. These tools allow businesses to book events online and offer their clients complete online event planning. Intelligence, Inc. is a leader in online technologies with an impressive portfolio of dynamic services that are in use by thousands of companies in over a dozen countries worldwide.		
Irradiant ®	www.irradianthq.com	847-782-8600	info@irradianthq.com
Island Cases	www.islandcases.com	631-563-0633	sales@hybridcases.com
JBL Professional	www.jblpro.com	818-894-8850	info@jblpro.com
Klark Teknik	www.klarkteknik.com/	800-392-3497	michael.doucot@us.bosch.com
Korg USA	www.korg.com	631-390-6500	support@korgusa.com
KS Audio	www.ksaudiousa.com	727-447-9656	info@ksaudiousa.com
KV2 Audio	www.kv2audio.com	866-474-7711	info@americanmusicandsound.com
Le Maitre Special Effects	www.lemaitrefx.com	800-388-0617	angie.cromp@lemaitrefx.com
Lodestar Ent. LLC (VJ-Pro)	www.vj-pro.com	607 988 9866	info@vj-pro.com

MANUFACTURERS & SERVICE PROVIDERS

COMPANY	WEBSITE / DESCRIPTION	PHONE	EMAIL
Mackie	www.mackie.com	800-258-6883	sales@mackie.com
MARATHON	www.marathonpro.com	213-612-5814	info@marathonpro.com
MARATHON www.marathonpro.com	Founded in 1999, Marathon is a leading manufacturer and distributor of Flight Ready DJ Cases, PA Speakers, Light Stands, Trussing Systems, Amplifiers & Audio Products!		
Martin	www.martinpro.com	954-858-1800	martinus@martinpro.com
M-Audio	www.m-audio.com	866-657-6434	sales@m-audio.com
MBT Lighting	www.mbtlighting.com	800-845-1922	info@mbtlighting.com
MegaSeg/Fidelity Media	www.megaseg.com	217-351-9952	sales@megaseg.com
Meteor Light and Sound	www.meteor-global.com	256-461-8000	sales@meteor-usa.com
Mi Tee Cables	www.miteecables.com	847-662-3490	info@miteecables.com
Midas	www.midasconsoles.com	800-392-3497	michael.doucot@us.bosch.com
MixMeister Technology	www.mixmeister.com	703-637-9378	sales@mixmeister.com
Music Database Software	www.musicdatabasesoftware.com	651-688-9600	info@musicdatabasesoftware.com
Music Database 2000	Music Database 2000 software for cataloging your music collection.		
Music Magic	www.musicmagic4u.com	631-821-7980	sales@musicmagic4u.com
Music Trends	www.musictrends.com	516-796-7755	info@musictrends.com
Nady Systems	www.nady.com	510-652-2411	bandoni@nady.com
National Association of Mobile Entertainers	www.nameentertainers.com	800-434-8274	bruce@nameentertainers.com
Novation	www.novationmusic.com	866 474-7711	info@americanmusicandsound.com
Numark	www.numark.com	401-658-3131	info@numark.com
Numark	Numark is obsessed with designing equipment that meets the individual need of every DJ. That's why the sound of Numark has been present in scratches, breaks, and beats for more than 30 years. Before we develop new products, we ask these questions: What tools does a DJ need to create and deliver a signature sound™ What functions and features will give a DJ ultimate control and creativity in battles, clubs, studios, weddings, and sets at the house at the end of the street™ From basic tools to the most advanced gear for forward professionals, our equipment is designed and engineered to stand up to the rigors of this experience. We're proud to deliver the most advanced line of gear available today, including the world's highest-torque turntable motor, the world's first 100% digital 10" scratch mixer, and the world's first CD players that provide simultaneous control of multiple effects. Listening. Anticipating. Responding. Hear Numark.		
Odyssey Innovative Designs	www.odysseygear.com/	626-334-0800	sales@odysseygear.com
Omnisistem Lights & Effects	www.omnisistem.co	253-395-9500	info@omnisistem.com
On-Stage Stands	www.onstagestands.com	800-289-8889	jkw@musicpeopleinc.com
Opti Kinetics	www.opt-ikinetics.com	804-752-2570	optius@opti-kinetics.com
Optikinetics Ltd.	www.optikinetics.com	800-575-6784	optius@optikinetics.com
Optima Lighting Inc	www.optimalighting.com	718-433-2344	info@optimalighting.com
Ots Labs	www.otslabs.com	61755703333	admin@otszone.com
PCDJ - Digital One Audio	www.pcdj.com	727-799-3828	sales@pcdj.com
Peavey Electronics	www.pvdj.com	601-483-5365	domesticsales@peavey.com
Phonic Corporation	www.phonic.com	813-890-8872	info@phonic.com
Pioneer ProDJ	www.pioneerdj.com	310-952-2000	ppdj@pioneerprodj.com
Pioneer sound. vision. soul	Whether you're a club or mobile DJ, Pioneer Pro DJ offers the highest quality, Industry Standard DJ gear available today. You'll appreciate the robust build of the CDJ-1000MK3, with its familiar high-quality polished look and clean layout. The new DJM-1000 professional DJ mixer incorporates suggestions from world-renowned DJs resulting in high quality audio, improved functionality and increased user-friendliness. If you're looking to take your set to the next level, drop in the new EFX-1000 into your rig, giving you the power to express your sonic creativity in new ways. All of this alone would be enough to set Pioneer Pro DJ apart from the competition, but Pioneer had to take it to the next step by introducing the world's first DVD turntable, adding DVD video to the DJ power of a CDJ-1000. Pioneer Pro DJ... simply put, we're the Industry Standard.		

MANUFACTURERS & SERVICE PROVIDERS

COMPANY	WEBSITE / DESCRIPTION	PHONE	EMAIL
Porter Case Inc.	www.portercase.com	574-289-2616	garypond@portercase.com
Pro Co Sound	www.procosound.com	800-523-7360	info@procosound.com
ProCases Inc.	www.procases.com	800-4DJ-USES	info@procases.com
ProDJ Publishing	www.prodjpublishing.com	800-257-7635	sales@prodj.com
	The leading publishers of books, CDs and DVDs for the disc jockey community. Publishers of ***Mobile Beat Magazine***, ProDJ.Com's essential DJ content. The new ***Guerilla Marketing Companion for DJs*** is a must-read for serious DJ business owners.		
Promo Only	www.promoonly.com	407-331-3600	sales@promoonly.com
	Promo Only is THE music and music video source for DJs and music professionals. Stay ahead in our industry with our music service subscriptions that give you access to a wide range of formats, from hip-hop music to Latin music videos to Country to Club Mix Videos, just to name a few.		
Pyle Pro Audio	www.pyleaudio.com	718-236-8000	sales@pyleaudio.com
QSC Audio	www.qscaudio.com	800-854-4079	info@qscaudio.com
	After more than four decades in the business, QSC Audio Products Inc., has become a globally recognized leader in audio manufacturing. This prominence is the result of the company's mission to establish new standards of reliability and performance through the development of break-through technologies.		
Rane Corporation	www.rane.com	425-355-6000	mikem@rane.com
RareRemixes.com	www.rareremixes.com		info@rareremix.com
Road Ready Cases	www.roadreadycases.com	562-972-9094	usa@roadreadycases.com
Rock-N-Roll To Go Lighting Systems	www.DJLightingSystems.com	727-376-7625	djlighting@verizon.net
Roland Corporation U.S.	www.rolandus.com	323-890-3700	media@rolandus.com
Rolls	www.rolls.com	801-263-9053	info@rolls.com
RSQ Audio	www.mediasynccorp.com	909-287-0609	david@mediasynccorp.com
Samson Technologies Corp.	www.samsontech.com	516-364-2244	sales@samsontech.com
Screen Works	www.thescreenworks.com	312-243-8265	sales@thescreenworks.com
Select Mix - Hot Tracks	www.selectmix.com	800-959-1321	scott@selectmix.com
Shure	www.shure.com	847-600-2000	info@shure.com
SKB Cases	www.skbcases.com	714-637-1252	questions@skbcases.com
SLAPPA	www.slappa.com	888-575-2772	sales@slappa.com
SnowMasters	www.snowmasters.com	800-745-8599	info@snowmasters.com
Softjock	www.softjock.com	845-568-5833	
Sonic Speakers	www.sonicspeaker.com	414-483-5091	sonicspkr@aol.com
Sound Choice	www.soundchoice.com	704-583-1616	service@soundchoice.com
Stanton DJ	www.stantondj.com	954-689-8833	jmoore@stantondj.com
Symphonex By ERG Music	www.symphonex.com	800-706-9746	info@symphonex.com
TAPCO	www.tapcoworld.com	877-827-2669	sales@tapcoworld.com
Tascam DJ	www.tascamdj.com	323-727-7617	custser@teac.com
Technics (Panasonic)	www.technicsusa.com	800-211-7262	consumerproducts@panasonic.com
TEI Lighting	www.teilighting.com	305-887-5197	sales@teilighting.com
Telex	www.telex.com	877-863-4166	michael.doucot@us.telex.com
™ Studios	www.tmstudios.com	972-406-6800	info@tmstudios.com
	™ Studios is the leading provider of weekly music services for DJs and radio stations, with PrimeCuts being the key compilations for mobile DJs everywhere.		
TriceraSoft	www.tricerasoft.com	905-846-8460	support@tricerasoft.com
UDG (Ultimate DJ Gear)	www.udgusa.com	516-270-2706	info@americanmusicandsound.com

MANUFACTURERS & SERVICE PROVIDERS

COMPANY	WEBSITE / DESCRIPTION	PHONE	EMAIL
Ultimate Support	www.ultimatesupport.com	970-776-1920	music.customersupport@ultimatesupport.com
Ultimix	www.ultimix.com	336-288-7100	contact@ultimix.com
Vestax	www.vestax.com	800-994-4984	info@americanmusicandsound.com
VJ World	www.globalcreativegroup.com	800-884-4553	boomer@gcgmusic.com
VocoPro	www.vocopro.com	800-678-5348	info@vocopro.com
	VocoPro's extensive product line has something for everyone from professional KJs and DJs to singers, karaoke enthusiasts and even venue owners. Whether you're putting on professional club shows or just looking for sing-along fun in the living room, VocoPro has it: All-In-One Karaoke Systems; Live Recording systems; Multi-format DVD Karaoke Players; Power Amplifiers; DJ/KJ Mixers; Hard Drive Karaoke/Media Players; Wireless Microphone Systems; Karaoke LCD Monitors; Powered Speakers; Subwoofers; Digital Key Controllers; Digital Signal Processors; and much more...		
Wells Cargo Inc	www.wellscargo.com	574-264-9661	info@wellscargo.com
X-Mix	www.xmix.com	978-649-2525	info@xmix.com
Yamaha	www.yamaha.com	714-522-9011	whrabak@yamaha.com
Yorkville Sound	www.yorkville.com	716-297-2920	usa@yorkville.com

DEALERS

COMPANY	WEBSITE / DESCRIPTION	PHONE	EMAIL
A Karaoke Store	www.angelskaraoke.com	727-815-3313	charlie@angelskaraoke.com
A Source DJ Music Supply	www.thesourceformusic.com	800-775-3472	thesourcedj@earthlink.net
All Bulbs & Expendables	www.allbulbs.com	800-491-1505	sales@allbulbs.com
American Audio Center	www.americanaudiocenter.com		mail@americanaudiocenter.com
American DJ Association	www.adja.org	888-723-5776	office@adja.org
	The ADJA is an association of professional mobile entertainers. The mission of the American Disc Jockey Association is to encourage success for its members through continuous education, camaraderie, and networking. We believe that through involvement in this professional organization, DJ's achieve more as a group than they can individually.		
Anderson Music	anderson-music.com	313-278-0100	bob@anderson-music.com
Breakthrough Marketing	www.breakthroughbrochures.com	800-810-4152	info@bmi-info.com
California Sound & Lighting	www.calsound.com	619-358-9788	info@calsound.com
Cheapdjlights.com	www.cheapdjlights.com	540-436-8289	customercare@cheapdjlights.com
Cheaplights.com	www.cheaplights.com	800 880-0883	sales@cheaplights.com
DJ Canada	www.segueproductions.net/store/	519-240-7366	sales@segueproductions.net
DJ Intelligence	www.djintelligence.com	312-635-8900	
	DJ Intelligence offers a unique set of website tools for DJs and disc jockeys. Whether you have a professional webmaster designing your site, or you do it yourself at home, these invaluable interactive tools will enhance and advance your website.		
DJ Power	www.djpower.com	719-527-6937	djpower@djpower.com
	DJPower Int. LLC, THE ORIGINATOR OF MP3 MIXING, has a complete line of products specifically designed for DJs, Radio Stations, Karaoke, Nightclubs and anyone else wanting professional digital sound, video and lighting. All products were created with the valuable input of our customers from around the world. We now have video mixing, lighting control, scheduling, graphics, banners and more!		
DJ Pro Audio, Inc.	www.djproaudio.com	8666681596	jason@djproaudio.com
DJ Webmin	www.djwebmin.com	800-257-7635	barry@djwebmin.com
	DJ Webmin is a friendly web-based program with an easy to use interface, navigation menu and employee controlling—a must for any size event booking company who needs to administrate their business! You will love how easy this is!		

DEALERS

COMPANY	WEBSITE / DESCRIPTION	PHONE	EMAIL
DJ World	www.djworld.com	203-230-2449	feedback@djworld.com
DJS Pro Audio & Lighting	www.djsupply.com	888-357-8775	sales@djsprosales.com
	Online catalog at www.djspal.com for Pro Stage, Lighting and Sound equipment. For over 20 years, DJS Pro Audio and Lighting (aka DJ Supply) has offered quality lighting and equipment from all major brands with qualified customer service at the best prices. Shop for software, turntables, mixers, cd players, video products, speakers, amplifiers, karaoke products, lighting, the newest LEDs, accessories and more. Sales, Service, Rentals, Commercial Sales and Installation. Your ideal source for your equipment needs.		
DJTronix.Com	www.djtronix.com		sales@djtronix.com
DSElectronics.com	www.dselectronics.com		sales@dselectronics.com
Effectlighting.com	www.effectlighting.com	813-818-7000	sales@effectlighting.com
Electronic Bargains - EBDJ	www.ebdj.com	800-336-1185	sales@ebdj.com
Enlighten Designs	www.lednametags.com	440-967-0310	sales@lednametags.com
Entertainment Systems Corporation	www.entsyscorp.com	800-582-2421	rob@entsyscorp.com
Event Lighting Solutions	www.eventlightingsolutions.com	321 279-7584	eventlighting@cfl.rr.com
Farralane Lighting & Audio Inc.	www.farralane.com	631-752-9824	sales@farralane.com
Frequency Music	www.freqmusic.com	239-498-9080	jimd@freqmusic.com
Global Mobile Entertainers Association	www.globalmobile.org	1-877-DJ-ASSOC	art@globalmobile.org
Glow The World	www.glowtheworld.com	847.401.8778	sales@glowtheworld.com
Glowspek Industries Inc.	www.glowspek.com	877-794-6387	sales@glowspek.com
Guitar Center Inc	www.guitarcenter.com	818-735-8800	
HollywoodDJ.com	www.hollywooddj.com	877-888-3055	allan@hollywooddj.com
IDJNow.Com	www.idjnow.com	800-355-7746	evanm@idjnow.com
	Be a DJ now with DJ equipment from I DJ NOW. We have been helping DJs, nightclubs and others select the right DJ equipment for over 16 years. We're your source for discount DJ equipment, pro audio, entertainment lighting, speakers and video systems. As an authorized dealer we carry top name brands like Denon DJ, American DJ, Pioneer Pro DJ, Gemini DJ, Chauvet Lighting, Apple and many others. We offer Free Shipping on most of the DJ equipment you want. Our low price guarantee offers you the best pricing, even after the sale!		
Ifidj.Com	www.ifidj.com	718-321-9335	sales@ouocorp.com
International DJ & Lighting	www.idjl.com		intldjandlighting@yahoo.com
J&E Pro Audio Supply	www.jeproaudio.com	619-690-3054	sales@jeproaudio.com
Karaoke Warehouse	www.karaoke-warehouse.com	800-645-8401	jdailey@karaoke-warehouse.com
Leman's Music	www.lesmens.com	505-268-2111	mark@lesmens.com
Mainline Lighting and Sound		718-359-4848	mainlineny@aol.com
Manor Music		650-355-5769	manormusic@pacbell.net
Mobile Beat: The Mobile Entertainers Magazine	www.mobilebeat.com	800-257-7635	sales@mobilebeat.com
Music Makers	www.musicmakers.com	800-547-7924	bestdeal@musicmakers.com
Music Scene		610-863-8424	musicscene@epix.net
Music Trends	www.musictrends.com	888-621-3535	info@musictrends.com
	Music Trends, established 1980, has been serving DJs for more than 25 years. Located at 2947 Hempstead Tpke., Levittown NY 11756, the store is open Monday through Saturday. All major brands: Denon, Pioneer, Elation, Chauvet, American DJ, JBL, QSC, Numark, Gemini, etc. Try before you buy. Separate Lighting Showroom.		
MYDJService.Com Web Hosting	www.mydjservice.com	800-257-7635	sales@prodj.com
	Every Step of the Way - From hosting your Website to supporting your business objectives—with our industry leading interactive services, ProDJ.com is the specialist you need on your team.		

DEALERS

COMPANY	WEBSITE / DESCRIPTION	PHONE	EMAIL
National Associ. of Mobile Entertainers	www.djkj.com	215-658-1193	name@djkj.com
	N.A.M.E. is dedicated to those professional mobile entertainers who strive not only to improve themselves but their industry as well! The National Association of Mobile Entertainers was established for the sole purpose of meeting the needs of professional mobile entertainers. It has evolved into a multi-service association that also assists wedding and event planners and consumers from all over the United States.		
New FX Gear	www.newfxgear.com	706-522-5548	tim@newfxgear.com
NLFX Professional	www.northernlightfx.com	888-660-6696	sales@northernlightfx.com
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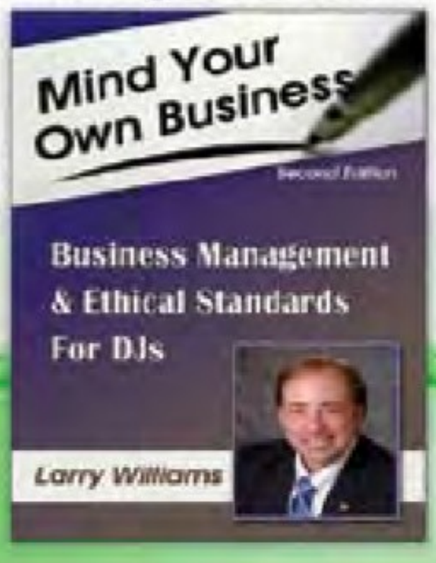
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Andy Powell is the National Sales Director for Mobile Beat Magazine and ProDJ.Com (ProDJ Publishing). He has a background in consumer and commercial lending and marketing. He is a former professional baseball mascot where he acquired his nickname "Cubbie" that everyone still calls him to this day. He got his start in the ProDJ family as a DJ. From there is was able to help grow the local DJ business over 50% which enabled ProDJ Publishing to purchase Mobile Beat Megazine and Trade Shows. Since starting with Mobile Beat he has been able to work with many new and established companies to help them launch new products and strengthen their presence in the mobile DJ industry. When he isnot traveling, looking for new products for the DJ Market, he enjoys spending time with his family. He really enjoys working for ProDJ Publishing and if you don't believe it, just ask him for his business card.....it will tell you "He is just a Fat Kid Living a Dream....."!

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Not Your Typical DJ Vehicle

Weird DJ car rocks the road in Holland



Think you have a rad mobile DJ road machine™ Check out this fantastic creation from a mobile DJ in the Netherlands. Olaf Mooij of Rotterdam spent six months building his artistic conception of the ultimate DJ car, which he calls "The DJ Mobile." His inspiration was appropriately magnificent: Olaf says, "The idea for the DJ Mobile is inspired by the song "God is a DJ" from Faithless…and the car of our Holy Pope."

Although the "Pope Mobile" is well known as a defensive vehicle, Olaf's DJ Mobile is equipped to bring a heavy sonic attack upon outdoor gigs. "The DJ Mobile is a functional artwork with a PA system built in," explains Olaf. "It can be used for a lot of different events."

The car is a Ford Sierra (a discontinued model, primarily built for the European market) loaded up with a 2000-watt sound system based on speakers from Beyma, a European manufacturer of PA and automotive sound systems.

"Normally, when I transport the car to a party I have covered the speakers with caps," reports Olaf, "but the people know that there are speakers under these caps."

With such an otherworldly, rocket-like appearance, driving up in The DJ Mobile leads to many comments and questions. Olaf often has to reassure onlookers that the vehicle is, in fact, street legal.

"After building the car I needed new papers, because in the Netherlands we have a yearly check of cars by law, and during this check they said I needed them. After a special check from the RDW (the Dutch highway safety organization) I got new papers; but only one chair is still in the car because the car will be too heavy when there are two persons in it."

So, for Olaf, driving his creation around can be a lonely experience, but "is absolute fabulous if you like the attention," according to Olaf. "Especially the guys with big car hi-fi sound systems—they tend to get pale with jealousy.

"People are very enthusiastic and it is almost dangerous to drive on the highway, because people are watching the car so badly that they forget that they are driving a car too!" MB



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